



United States
Department of
Agriculture



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Beltsville
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ISSN: 1052-536X



Alternative
Farming Systems

Organic Agricultural Products: Marketing and Trade Resources



SRB 2003-01

Special Reference Briefs Series

Organic Agricultural Products: Marketing and Trade Resources

National Agricultural Library Cataloging Record:

Gold, Mary V.

Organic Agricultural Products: Marketing and Trade Resources.

(Special reference briefs, 1052-536X ; NAL-SRB. 2003-01)

1. Natural foods—Marketing—Bibliography
2. Produce trade—Bibliography
3. Organic farming—Government policy—Bibliography
4. Food industry and trade—Bibliography
5. Organic farming—Standards—Bibliography

I. Alternative Farming Systems Information Center (U.S.) II. Title.

aS21.D27S64 no.2003-01

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Marketing and Trade Resources

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I. Introduction

About this Guide

Consequences of Organic Standards in the Marketplace

Disclaimers

Acknowledgments

About this Guide. The market for organic products in the U.S. and around the world has been growing steadily during the past 15 years. Until recently, information about organic markets, marketing and international trade was scarce and difficult to find. The availability of this data and related information is increasing; however, it remains an elusive target for several reasons.

- ◆ Traditionally, the organic market sector has been small and dominated by small producers and processors who used farm direct or specialized market outlets. [“Organic Marketing Features Fresh Food and Direct Exchange,” by Catherine Greene, Carolyn Dimitri, and Nessa Richman. In *Food Review* (January 2001-April 2001), vol. 24, no. 1] Although information about growing crops and raising livestock organically has increased considerably during the past 10 years, accessible information about markets and marketing has developed less quickly.
- ◆ “Organic product” covers a wide range of commodities, including fresh produce; processed vegetables, fruits and grains; meat, egg and dairy products; livestock feed; fiber and textiles; herbs; and more. In terms of market channels, consumers, and handling and labeling requirements, each commodity shares characteristics of its conventional counterpart as well as occupying its niche in the organic marketplace. Integrating information about both is difficult.
- ◆ Perhaps most importantly, the definition of what constituted an organic product has varied widely. Organic certification was voluntary in most states. And the requirements for organic production and handling were different from certifying agency to agency. Some states provided guidance on the definition of what could be labeled organic; most did not. The ambiguities, at least in the U.S. marketplace, were directly addressed by the U.S. Department of Agriculture (USDA) National Organic Standards implemented in 2002.

The aim of this publication is to document the range and depth of legal, economic and social issues involved in marketing and trading organic agricultural products, using references to published data and information resources as “indicators.” On a practical level, this guide provides an informational starting place for entrepreneurs who are considering an organic enterprise, and for producers of organic commodities researching potential and best markets for their products. It also points to individual informational tools that answer specific questions about market suppliers and outlets, market research and regulatory programs. Access or availability information is included with each listing. The references were located by searching bibliographic and research databases; organizational, agency and commercial catalogs and web sites; journals, newsletters and listservs; commercial directories; and other sources.

Organizing a publication about marketing and trade endeavors is a complicated task. The subject of marketing is multi-layered, especially in the organic sphere. Where does information about marketing channels leave off and that about consumer preferences start? Where do organic labeling requirements mesh with those of other USDA, U.S. Food and Drug Administration (FDA) and state requirements? In addition, information comes in dozens of formats with different accessibility levels and reliability indicators – print, online, CDROM, video, free, fee-based, research-based and anecdotal. A one-size-fits-all guide to organic marketing is impossible. Except for Part 1, which deals with laws and legislative text, *this publication is arranged by type of information, and then by topic.*

Every effort has been made to reflect all aspects of organic marketing and trading resources. The guide is not comprehensive, but includes selected representative sources in each category. *Individual resources listed here were selected on the basis of ready availability, especially those that are free and online; of publication date – within the last five years; and of applicability to the U.S. audience.* In a constantly changing informational scene, it is very important to remain aware of how to find more and updated information. Numerous tools appear here that are updated on a regular basis, or that can lead the searcher to updated and/or additional data.

Consequences of Organic Standards in the Marketplace. *As of October 21, 2002, any agricultural commodity or product, whether raw or processed, including any commodity or product derived from livestock labeled “organic” must be in compliance with the national organic standards. The word “organic” on products for sale in the U.S. will mean that the ingredients and production methods have been verified by a USDA-accredited certification agency as meeting USDA standards for organic production.*

The USDA standards, as mandated by the Organic Foods Production Act of 1990, were developed and are administered by USDA’s National Organic Program (NOP). Essentially, the standards offer a uniform national definition for the term “organic.” They detail the methods, practices and substances that can be used in producing

and handling organic crops and livestock, as well as processed products, and establish clear organic labeling criteria. They specifically prohibit the use of toxic synthetic pesticides and fertilizers, genetic engineering methods, ionizing radiation, and sewage sludge for fertilization. The standards also regulate the entry of products labeled “organic” into the United States from other countries. Verification that products meet the USDA standards is accomplished through USDA-accredited private and state certification agencies. In the future, the NOP may engage in additional rule making to clarify the application of the existing regulations to specific products, classes of products, or production systems.

The regulation of the term “organic” in the commercial sector has many implications for those who market and sell organic food and non-food products in the U.S. or internationally. Specifically, the rule addresses:

- ◆ Packaging labels denoting product with 100 percent organic ingredients, product with 95-100 percent organic ingredients, product made with at least 70 percent organic ingredients, and product with less than 70 percent organic ingredients
- ◆ Packaging labels for product being exported from the U.S.
- ◆ An official USDA “certified organic” seal
- ◆ Private and state agents who may certify organic product

Standards for processing, handling and labeling organic products include all steps in the process, including the receiving of organic raw materials, processing aids and ingredients, packaging materials and labeling, as well as cleaning methods, waste disposal, and pest management at processing facilities. Each step in the process may be reviewed by a USDA-approved agent. Certification includes important record-keeping requirements that enable verification of all the steps resulting in an organic product:

- ◆ Clear documentation of the methods and materials used in production
- ◆ A paper trail tracing a product back to its production site, in order to verify the methods and materials used in its production

Upon the announcement of the final USDA National Organic Standards, the Organic Trade Association (OTA) declared that the new rules would “strengthen consumer confidence in U.S. organic products both domestically and internationally.” OTA’s Katherine DiMatteo added, “Not only will U.S. consumers benefit, but U.S. trading partners will have the reassurance that products certified as organic have met strict criteria and certification agents have been approved by USDA. Organic agriculture is here to stay, and will continue to contribute to the growth of family farms, to the U.S. economy, and to a safer environment worldwide...” [OTA Press Release, December 2000, <http://www.ota.com/news/press/65.html>]

Legal standards have spurred many changes within the already quickly evolving worlds of organic farming and organic marketing. There are market-related “trends” everywhere as large, corporate interests and venture capital become involved; as distribution channels expand to include conventional grocery stores and chains; as consumer awareness adjusts to eco-labeling options related to environmental issues, farmland preservation and local food distribution issues. Aside from supporting increased sales and market share, the USDA standards and accompanying government rule making has and will have other consequences. For instance, what impact will increased certification fees have on small-scale producers? What is the role of new USDA-accredited certifying agencies? How will U.S. standards be “harmonized” with other nation’s requirements? In this very new and dynamic interaction, there are many seen and unseen developments on the horizon.

Disclaimers. This publication is not intended as a definitive guide to the Federal rule’s marketing provisions or to developing a fail-proof business or marketing plan. Although we have tried to provide the most current and correct information available, the Alternative Farming Systems Information Center does not assume any legal liability or responsibility for the accuracy or completeness of the information resources presented.

Internet links to people, web sites and documents change constantly; the links in this document were checked and accessed successfully on May 20, 2003.

For more information about specific aspects of the Federal organic standards and their administration, please contact a USDA approved certifying agent or the USDA’s National Organic Program, <http://www.ams.usda.gov/nop/>, phone 202-720-3252, fax 202-05-7808, email: NOP.Webmaster@usda.gov; or write USDA-AMS-TM-NOP, Room 4008 South Building, 1400 Independence, SW, Washington DC 20250-0020.

Acknowledgments. Partial funding for this project was provided by the U.S. Department of Agriculture, National Organic Program and by the U.S. Department of Agriculture, Sustainable Agriculture Research & Education program. The author gratefully acknowledges the outstanding job of coding and editing this document by Rebecca Thompson, and the encouragement and support of William Thomas and Kate Hayes.

An HTML version of this publication is available at the AFSIC web site:
http://www.nal.usda.gov/afsic/AFSIC_pubs/OAP/srb0301.htm

II. Regulations, Laws and Legislation

About this Section: This section focuses on regulatory text and agencies involved with organic production, handling, marketing and trade. Although they often overlap, U.S. and international applications are handled in separate subsections. Organic agricultural products are also subject to general food labeling and marketing regulations; thus, we have included selected agencies and resources that handle conventionally produced agricultural products. This list of agencies and regulatory-related issues is not comprehensive. Furthermore, laws and regulations are not static, but are constantly evolving. *A thorough search for relevant regulations and laws is a must before undertaking any commercial marketing enterprise.*

Related Chapters in this Publication: How-to Guides; Guides to Data, Suppliers, Outlets and Events; Industry Data Sources; Market and Consumer Studies; Support Organizations.

Section headings:

Part A: U.S. Marketing: Laws and Regulations – Links to Standards and Related Information

Federal Laws and Regulations

U.S. National Organic Program (NOP) and Related Legislation (including National Organic Standards, Organic Foods Production Act of 1990, National Organic Standards Board and Organic Materials Review Institute)

Selected Background Documents about U.S. Standards

State Laws and Regulations Pertinent to Marketing Organic Product

General Federal Food-related Labeling and Regulatory Programs and Information

Selected Agencies with Food Regulatory Functions

Related Food Safety Resources

General State Food-related Labeling and Regulatory Programs and Information

Other Organic-related Certification Programs

Part B: International Trade: Laws and Regulations – Links to Standards and Related Information

Exporting and Importing Organic Products – U.S. Regulations and Information Sources

Selected Agencies and Organizations

U.S. State and Regional Trade Groups that include Organic Products in their Activities

General U.S. Export and Import Regulations, Certifications, and Information

Selected International Organic-specific Law and Policy Sites

Selected International Food Law and Policy Sites

Part A: U.S. Marketing: Laws and Regulations

Federal Laws and Regulations

U.S. National Organic Program and Related Legislation

USDA National Organic Program (NOP) USDA Agricultural Marketing Service (AMS)

“The U.S. Department of Agriculture has put in place a set of national standards that food labeled ‘organic’ must meet, whether it is grown in the United States or imported from other countries. After October 21, 2002, when you buy food labeled ‘organic,’ you can be sure that it was produced using the highest organic production and handling standards in the world.” <http://www.ams.usda.gov/nop/>

National Organic Program Regulatory Text [CFR Title 7, Chapter I– Agricultural Marketing Service (Standards, Inspections, Marketing Practices), Department of Agriculture, Part 205 (as authorized under the Organic Foods Production Act of 1990, as amended)]

Text with Preambles from NOP: <http://www.ams.usda.gov/nop/NOP/standards.html> [this site also includes French, Japanese and Spanish translations of the text]

Text from the Federal Code (as of January 2003):

http://www.access.gpo.gov/nara/cfr/waisidx_03/7cfr205_03.html

Text from Federal Register (December 21, 2000), Volume 65, Number 246 pp. 80547-80684:

http://www.access.gpo.gov/su_docs/fedreg/a001221c.html [Go to “Agricultural Marketing Services”]

Trade Issues

<http://www.ams.usda.gov/nop/NOP/Trade.html>

Questions and Answers

<http://www.ams.usda.gov/nop/Q&A.html>

Information for Producers, Handlers, and Processors [includes “How Retail Food Establishments Can Comply with National Organic Program Regulations,” “Labeling Alcoholic Beverage Containers,” and “Labeling Packaged Products.”] <http://www.ams.usda.gov/nop/ProdHandlers/ProdHandhome.html>

Current List of Accredited Certifying Agents

<http://www.ams.usda.gov/nop/CertifyingAgents/Accredited.html>

The National List of Allowed and Prohibited Substances

<http://www.ams.usda.gov/nop/NationalList/ListHome.html>

Proposed Amendments to the National List (Federal Register Notice of NOP, 3/16/03)

<http://www.ams.usda.gov/nop/Newsroom/03-03NationalListAmends.pdf>

[See also: Organic Materials Review Institute (OMRI), listed below]

See also Appendices A – D, **USDA National Organic Standards, Selected Text and Links.**

National Organic Standards Board (NOSB)

“The Organic Foods Production Act of 1990, part of the 1990 Farm Bill, authorized the Secretary of Agriculture to appoint a 15-member National Organic Standards Board (NOSB). The board’s main mission is to assist the Secretary in developing standards for substances to be used in organic production. The NOSB also advises the Secretary on other aspects of implementing the national organic program.” **<http://www.ams.usda.gov/nosb/>**

Organic Foods Production Act of 1990 [as Amended Through Public Law 106–580, December 31, 2000]

Text from NOP: **<http://www.ams.usda.gov/nop/archive/OFPA.html>**

Text from U.S. Senate: **<http://www.senate.gov/~agriculture/Legislation/Agricultural%20Law/ogfp90.pdf>**

Organic Materials Review Institute (OMRI)

OMRI’s “primary mission is to publish and disseminate generic and specific (brand name) lists of materials allowed and prohibited for use in the production, processing, and handling of organic food and fiber. OMRI also conducts scientific research and education on the use of materials by the organic industry.” **<http://www.omri.org/>**

Selected Background Documents about U.S. Standards

About Organic... Organic Farming Research Foundation, 2000.

Document online: **http://www.ofrrf.org/general/about_organic/**

Backgrounder: Implementing the Organic Foods Production Act. Organic Trade Association, 2000.

Document online: **<http://www.ota.com/standards/nop/norb.html>**

Comparative Analysis of the United States National Organic Program (7 CFR 205) and the European Union Organic Legislation (EEC 2092/91) & Amendments, prepared by Sustainable Strategies, Advisors in Food and Agriculture for the Organic Trade Association, 2002. 106p.

Document online: **<http://www.ota.com/pics/documents/NOPEUunifiedreport.pdf>**

Summary available at: **http://www.ota.com/standards/other/eu_us.html**

The History of Organic Foods Regulation. Environmental Media Services, 2000.

Document online: <http://www.ems.org/organics/timeline.html>

“Implications of Organic Certification for Market Structure and Trade,” by Luanne Lohr. In *American Journal of Agricultural Economics*, vol. 80, no. 5, pp. 1125-1133, 1998.

“The Legal Lowdown on the Organic Rule,” by Susan D. Brienza and Patton Boggs. In *Natural Foods Merchandiser*, October 2002.

Document online: http://www.newhope.com/nfm-online/nfm_backs/oct_02/lowdown.cfm

National Organic Program: History and Background. National Organic Program, 2002.

Document online: <http://www.ams.usda.gov/nop/Consumers/background.html>

National Organic Standards – Key Points. Organic Trade Association, 2000.

Document online: <http://www.ota.com/standards/nop/keypoints.html>

Organic Foods: Fast Facts. Environmental Media Services, 2001.

Document online: <http://www.ems.org/organics/facts.html>

Organic Foods. CNN In-Depth Specials, 2000.

Document online: <http://www.cnn.com/FOOD/specials/2000/organic.main/>

“Organic Industry Roots Run Deep,” by Ken Mergentime. In *Natural Foods Merchandiser’s Organic Times*, 1994.

Regarding National Organic Program. [re: language inserted in the Omnibus Appropriations Act] by Agriculture Secretary Ann M. Veneman. U.S. Department of Agriculture News Release no. 0076.03, February 26, 2003.

Document online: <http://www.usda.gov/news/releases/2003/02/0076.htm>

“Retailers Ready for the National Organic Program,” by Mark King. In *Natural Foods Merchandiser*, January 2002. [first of a 10-part series “outlining how the program will change the way business is done up and down the organic supply chain.”]

Document online: http://www.newhope.com/nfm-online/nfm_backs/Jan_02/NOP.cfm

“Transforming Organic Agriculture into Industrial Organic Products: Reconsidering National Organic Standards,” by Laura G. DeLind. In *Human Organization*, vol. 59, no. 2, pp. 198-208, 2000.

Abstract only: <http://www.sfaa.net/ho/2000/summer2000.html>

“Variation in Organic Standards Prior to the National Organic Program,” by T. Robert Fetter and Julie A. Caswell. *American Journal of Alternative Agriculture*, vol. 17, no. 2, pp. 55-74, 2002.

Abstract only: <http://www.umass.edu/resec/newsnotes/mar01.html>

Veneman Marks Implementation of USDA National Organic Standards. U.S. Department of Agriculture News Release no. 0453.02, October 21, 2002.
Document online: <http://www.usda.gov/news/releases/2002/10/0453.htm>

State Laws and Regulations Pertinent to Marketing Organic Products

National Association of State Departments of Agriculture Research Foundation

Environmental Laws Affecting State Agriculture. Arranged by state.

<http://www.nasda.org/nasda/nasda/Foundation/state/states.htm>

“Summaries of State Organic Laws” and “States without Organic Laws,” In *National Organic Directory*, Community Alliance with Family Farmers, 18th Edition, 2001, pp. 145-161.

Organic-research.com, Organic Farming Legislation – USA

Organic Farming Legislation – USA. Includes links to information about pertinent legislation in California, Idaho, Indiana, Iowa, Kentucky, Michigan, Missouri, Nevada, New Hampshire, Ohio, Oregon, Rhode Island, Texas, Utah, Virginia, and Guam. <http://www.organic-research.com/LawsRegs/regs/usreg.asp>

General Federal Food-related Labeling and Regulatory Programs and Information

Selected Agencies with Food Regulatory Functions

USDA Agricultural Marketing Service (AMS)

Services and Programs Web Page. Includes links to “Grading and Certification,” “Marketing Orders” and “Quality Standards.” <http://www.ams.usda.gov/progserv.htm>

Country of Origin Labeling. Guidelines for “Interim Voluntary Country of Origin Labeling.”
<http://www.ams.usda.gov/cool/>

Livestock and Seed Program. Includes links to “Meat Grading and Certification” and “Standardization” branches. <http://www.ams.usda.gov/lsg/>

United States Standards for Livestock and Meat Marketing Claims. Notices, *Federal Register*, December 30, 2002 (Volume 67, Number 250), Pages 79552-79556. (DOCID: fr30de02-20) “These proposed minimum requirements for livestock and meat industry production/marketing claims, when adopted, will become the United States Standards for Livestock and Meat Marketing Claims. Some segments of the livestock and meat industries make claims to distinguish their products.” Addresses terms including “antibiotic-free,” “free-range,”

and “grass-fed.” http://www.access.gpo.gov/su_docs/fedreg/a021230c.html

AMS Comments Web Page (comment on the proposed regulation through March 31, 2003):

<http://www.ams.usda.gov/lsg/stand/claim.htm>

USDA Agricultural Research Service (ARS)

Nutrient Data Laboratory. Includes USDA Nutrient Database for Standard Reference, Release 14 and Nutritive Value of Foods (Home and Garden Bulletin no. 72). <http://www.nal.usda.gov/fnic/foodcomp/>

USDA Center for Nutrition Policy and Promotion

Includes *Dietary Guidelines for Americans*, 2000, 5th Edition. <http://www.usda.gov/cnpp/>

USDA Food Safety and Inspection Service (FSIS)

Exporting from the United States. Including “Library of Export Requirements.”

<http://www.fsis.usda.gov/OPPDE/IPS/exporting.htm>

Meat and Poultry Labeling Terms. (Glossary) <http://www.fsis.usda.gov/OA/pubs/lablterm.htm>

Meat Packaging Materials. “All packaging materials in direct contact with food must be safe for their intended use under the Federal Food, Drug and Cosmetic Act (FFDCA).”

<http://www.fsis.usda.gov/OA/pubs/meatpack.htm>

Office of Policy, Program Development and Evaluation, Labeling and Consumer Protection Staff.

Contact: USDA, FSIS, OPPDE, Labeling and Consumer Protection Staff, 1400 Independence Avenue, SW, Room 614 – Annex Building, Washington, DC 20250-3700, phone 202-205-0623 or 202-205-0279.

<http://www.fsis.usda.gov/OPPDE/larc/>

USDA Meat and Poultry Hotline. 1-800-535-4555; TTY 1-800-256-7072

U.S. Federal Trade Commission (FTC)

FTC (Federal Trade Commission) Models Advertising Policy on FDA Food Labeling Standards.

(September 1994) <http://www.cfsan.fda.gov/~lrd/ftc.html>

Enforcement Policy Statement on Food Advertising. (May 1994)

<http://www.ftc.gov/bcp/policystmt/ad-food.htm>

U.S. Food and Drug Administration (FDA)

Contact: U. S. Food and Drug Administration, 5600 Fishers Lane, Rockville MD 20857-0001, phone 1-888-INFO-FDA (1-888-463-6332). <http://www.fda.gov>

Information for FDA-Regulated Industry. <http://www.fda.gov/oc/industry/default.htm>

Office of Regulatory Affairs – Imports. <http://www.fda.gov/ora/import/default.htm>

Food and Cosmetic Guidance Documents. <http://vm.cfsan.fda.gov/~dms/guidance.html>

Food Labeling and Nutrition, Information for Industry. Including “Food Labeling, Guidance and Regulations.” <http://www.cfsan.fda.gov/~dms/lab-ind.html>

Food Labeling and Nutrition, Health Claims and Nutrient Content Claims.
<http://www.cfsan.fda.gov/~dms/lab-hlth.html>

Guidance for Industry: Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables. (October 1998) <http://www.foodsafety.gov/~dms/prodguid.html>

Guidance for Industry: Voluntary Labeling Indicating Whether Foods Have or Have Not Been Developed Using Bioengineering. (Draft Guidance) (January 2001) <http://www.cfsan.fda.gov/~dms/biolabgu.html> or <http://www.fda.gov/OHRMS/DOCKETS/98fr/001598gd.pdf>

Related Food Safety Resources

Environmental Protection Agency (EPA)

Food Quality Protection Act (FQPA). “This law amends the two major pesticide laws: the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) and the Federal Food, Drug, and Cosmetic Act (FFDCA).” Site includes a summary of the FQPA and links to related information. <http://www.epa.gov/agriculture/lqpa.html>

National Agriculture Compliance Assistance Center. “The ‘first stop’ for information about environmental requirements that affect the agricultural community.” <http://www.epa.gov/agriculture/>

Foodborne Illness Education Information Center, National Agricultural Library

Hazard Analysis – Critical Control Point (HACCP) Systems Information

USDA/FDA HACCP Training Programs and Resources Database.

<http://www.nal.usda.gov/foodborne/haccp/index.shtml>

HACCP. Directory of Government and Non-Government Internet Links

<http://www.nal.usda.gov/fnic/foodborne/fbindex/009.htm>

FoodSafety.gov

Gateway to Government Food Safety Information. <http://www.foodsafety.gov/>

The Government Agencies. Links to Federal and State agencies.

<http://www.foodsafety.gov/~fsg/fsggov.html>

General State Food-related Labeling and Regulatory Programs and Information

Institute of Food Technologists (IFT)

Food Laws and Regulations Division, State and Local Governments. Directory with links.

http://www.ift.org/divisions/food_law/jump_loc.htm

U.S. Food and Drug Administration (FDA)

Directory of State and Local Officials – 2002 Edition. http://www.fda.gov/ora/fed_state/directorytable.htm

Kansas Department of Agriculture [State Departments of Agriculture listings]

State Departments of Agriculture. <http://www.accesskansas.org/kda/stateags.html>

USDA Cooperative State Research, Education, and Extension Service (CSREES)

Directory of State/Territorial Land-grant Universities and Cooperative Extension Programs.

<http://www.reeusda.gov/statepartners/usa.htm>

Other Organic-related Certification Programs

Certified Naturally Grown

“A non-profit alternative eco-labelling program for small farms that grow using USDA organic methods but are NOT a part of the USDA Certified Organic program.” <http://www.naturallygrown.org/>

The Consumers’ Union Guide to Environmental Labels

“Learn more about products that are eco-labeled compared to those that are conventionally farmed or produced...” Includes product and label indexes. <http://www.eco-labels.org/>

Demeter Association, Inc.

“For the Certification of Biodynamic Agriculture.” <http://www.demeter-usa.org/>

International Organization for Standardization (ISO)

Homepage. <http://www.iso.ch/iso/en/>

ISO 65: Agriculture. Catalog listing. <http://www.iso.ch/iso/en/CatalogueListPage.CatalogueList?ICS1=65>

Institute for Agriculture and Trade Policy (IATP)

Labels Resource Center. Database includes eco-label descriptions and labeling organizations, resource documents and links, etc. <http://www.iatp.org/labels/>

National Sanitation Foundation (NSF)

NSF International Announces Publication of American National Standards for Environmental Labelling. Press Release, 12/30/01 <http://www.nsf.org/press/isoansi.html>

More information on National Sanitation Foundation standards: <http://www.nsf.org/standards/>

Organic Trade Association (OTA)

The American Organic Standards. “A project of the Organic Trade Association (OTA), initiated by the OTA Organic Certifiers Council (OCC) and conducted in cooperation with the OTA’s Quality Assurance Committee (QAC)” (October 1999) <http://www.ota.com/standards/aos/index.html>

USDA Agricultural Marketing Service (AMS), Auditing Services

International Organization for Standardization (ISO) Certification

USDA Process Verification Program. <http://151.121.3.151/lsg/arc/audit.htm>

ISO Guide 65 Assessments of Organic Certifying Agencies. <http://151.121.3.151/lsg/arc/iso65.htm>

NOP Accreditation Audit Checklist. <http://151.121.3.151/lsg/arc/nopauditlist.pdf>

Part B: International Trade: Laws and Regulations

Exporting and Importing Organic Products – U.S. Regulations and Information Sources

Selected Agencies and Organizations

USDA Foreign Agricultural Service (FAS)

Organics Information. <http://www.fas.usda.gov/agx/organics/organics.html>

Contact: Stephanie Riddick, Agricultural Marketing Specialist, email: stephanie.riddick@fas.usda.gov

Organic Trade Association (OTA)

“The Organic Trade Association (OTA) is a membership based business association representing the organic industry in Canada, the United States and Mexico.” Includes the “Organic Export Directory Online,”

“Organic Pages Online” directory, and many other resources. <http://www.ota.com>

National Organic Initiative (NOI)

A coordinated effort of state agricultural marketing officials and the state-regional trade groups listed below.

Regional contacts are:

Northeast: Joy Kanono, Food Export USA – Northeast
phone 215-829-9111, email: jkanono@foodexportusa.org

South: Nishi Whiteley, Texas Department of Agriculture
phone 512-463-5197, email: nishi.whiteley@agr.state.tx.us

Midwest: Betsy Riggs, Mid-America International Agri-Trade Council (MIATCO)
phone 312-944-3030, email: eriggs@miatco.org

West: Tim Larsen, Colorado Department of Agriculture
phone 303-239-4114, email: Tim.Larsen@ag.state.co.us
or Bill Dallas, Washington Department of Agriculture
phone 360-902-1925, email: Bdallas@agr.wa.gov

[See also the following four State-Regional Trade Groups. They are non-profit organizations that promote the export of food and agricultural products, including organic, from their respective parts of the United States.]

U.S. State and Regional Trade Groups that include Organic Products in their Activities

Food Export USA – Northeast

Homepage. <http://www.foodexportusa.org/>

Mid-America International Agri-Trade Council (MIATCO)

Homepage. http://www.miatco.org/noflash_miatco_home.htm

Southern U.S. Trade Association (SUSTA)

Homepage. <http://www.susta.org/>

Western U.S. Agricultural Trade Association (WUSATA)

Homepage. <http://www.wusata.org/>

General U.S. Export and Import Regulations, Certifications and Information

USDA Agricultural Marketing Service (AMS)

“The Agricultural Marketing Service includes six commodity programs – Cotton, Dairy, Fruit and Vegetable, Livestock and Seed, Poultry, and Tobacco. The programs employ specialists who provide standardization, grading and market news services for those commodities. They enforce such Federal Laws as the Perishable Agricultural Commodities Act and the Federal Seed Act. AMS commodity programs also oversee marketing agreements and orders, administer research and promotion programs, and purchase commodities for Federal food programs.” <http://www.ams.usda.gov/>

Shipper and Exporter Assistance. Contact: Shipper and Exporter Assistance, TMP, AMS, U.S. Department of Agriculture, Room 1217 South Building, 1400 Independence Avenue, SW., Washington, DC 20250-0267, phone 202-690-1304, fax 202-690-1340, email: jim.caron@usda.gov

<http://www.ams.usda.gov/tmd/tmdsea.htm>

Fruit and Vegetable International Activities. <http://www.ams.usda.gov/fv/fvintl.html>

Livestock and Seed International Programs. <http://www.ams.usda.gov/lsg/lsint.htm>

USDA Animal and Plant Health Inspection Service (APHIS)

“USDA’s Animal and Plant Health Inspection Service (APHIS) is responsible for enforcing regulations governing the import and export of plants and animals and certain agricultural products. These regulations both protect U.S. agriculture and preserve and enhance agricultural markets abroad. Import rules are necessary to prevent the entry of foreign plant and animal diseases and pests that could damage U.S. agriculture. Export rules facilitate the movement of agricultural commodities to foreign countries.” <http://www.aphis.usda.gov/>

Agricultural Trade. <http://www.aphis.usda.gov/oa/at.html>

Contact Information (Directory). <http://www.aphis.usda.gov/oa/pubs/K%20Contact%20Information.pdf>

APHIS Permit Services. Includes Plants and Plant Pests, Animals and Animal Products.

<http://www.aphis.usda.gov/import.html>

International Phytosanitary Standards. <http://www.aphis.usda.gov/ppq/pim/standards/>

Small Business Information. <http://www.aphis.usda.gov/ies/smbus.html>

USDA Food Safety and Inspection Service (FSIS)

“The Food Safety and Inspection Service (FSIS) is the public health agency in the U.S. Department of Agriculture responsible for ensuring that the nation’s commercial supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged, as required by the Federal Meat Inspection Act, the Poultry Products Inspection Act, and the Egg Products Inspection Act.” <http://www.fsis.usda.gov/>

Export Library. Information on foreign country export requirements for meat and poultry products.

Contact: FSIS Technical Service Center, phone 402-221-7400, email: tech.center@usda.gov

<http://www.fsis.usda.gov/OFO/export/explib.htm>

Importing Meat and Poultry to the United States: A Guide for Importers and Brokers.

<http://www.fsis.usda.gov/OA/programs/import.htm>

USDA Foreign Agricultural Service (FAS)

Ag Exporter Assistance. Includes: *Ready to Export? Finding Customers; Shipping; Your Exports; Create Export Plan; Channels of Distribution; Financing; Exporter Guide; and Identifying Your Market*

<http://www.fas.usda.gov/agexport/exporter.html>

Requirements/Certificates. Links to general and product specific information relevant to both U.S. and foreign requirements for prospective exporters. <http://www.fas.usda.gov/agexport/requires.html>

The General Agreement on Tariffs and Trade (GATT) and the World Trade Organization (WTO)
U.S. Enquiry Point. <http://www.fas.usda.gov/itp/Policy/Gatt/gatt.html>

Fact Sheet: The World Trade Organization and U.S. Agriculture. (January 2002)
<http://www.fas.usda.gov/info/factsheets/wto.html>

USDA Grain Inspection Packers and Stockyards Administration (GIPSA)

“The Federal Grain Inspection Service of USDA’s Grain Inspection, Packers and Stockyards Administration provides inspection, weighing, and related services on grains, pulses, oilseeds, and processed and graded commodities.” Contact: See *Directory of FGIS Field Offices*, P&S Regional Offices, or Official Inspection Agencies at <http://www.usda.gov/gipsa/aboutus/servicemap/usmap.htm>
<http://www.usda.gov/gipsa/programsfgis/services.htm>

Mandatory and Permissive Export Grain Inspection and Weighing Services.
<http://www.usda.gov/gipsa/programsfgis/inspwgh/mandperm.htm>

International Services. <http://www.usda.gov/gipsa/international/intl-services.htm>

U.S. Department of Commerce

Homepage. <http://www.commerce.gov/>

Bureau of Export Administration.

Contact: Outreach and Educational Services Division (OESD), phone 202-482-4811 or get “Ask a Counselor Request” form: <http://www.bis.doc.gov/forms/askacounselor.html>
<http://www.bis.doc.gov/>

International Trade Administration (ITA). <http://www.ita.doc.gov/>

Trade Compliance Center. <http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?218:54:1:5>

U.S. Customs Service

Contacts: See *Directories of Preclearance Locations, Foreign Attache Locations and Ports of Entry* available at <http://www.customs.gov/xp/cgov/toolbox/contacts/>
<http://www.customs.gov/>

Importing and Exporting. <http://www.customs.gov/impexpo/impexpo.htm>

U.S. Food and Drug Administration (FDA)

Homepage. <http://www.fda.gov/>

Office of Regulatory Affairs (ORA). “The Office of Regulatory Affairs (ORA) is the lead office for all Field activities of the Food and Drug Administration.” The ORA Import Program informs “import brokers, wholesalers, retailers and consumers about products that have been detained or may be detained without physical examination when presented for entry into the US.” The ORA site also includes information about “Compliance Policy Guides and Regulatory Procedures Manual and other FDA compliance documents and information including the: *Compliance Program Guidance Manual...*” Contacts: ORA Contact Directory (IOM Blue Pages): http://www.fda.gov/ora/inspect_ref/iom/IOMORADIR.html
<http://www.fda.gov/ora/>

FDA in the International Arena. <http://www.fda.gov/oia/fdaintl.htm>

Animal Drugs and Feeds International Activities. <http://www.fda.gov/oia/animdrug.htm>

Foods and Cosmetics International Activities. <http://www.fda.gov/oia/foodcosm.htm>

Food and Cosmetics International Activities/Center for Food Safety and Applied Nutrition.
<http://www.cfsan.fda.gov/%7Ecomm/intl-toc.html>

Procedure for Obtaining Certificates for Export of Foods and Cosmetics.
<http://www.cfsan.fda.gov/~lrd/certific.html>

U.S. Trade Information Center (TIC)

“The Trade Information Center (TIC) is a comprehensive resource for information on all U.S. Federal Government export assistance programs. The Center is operated by the International Trade Administration of the U.S. Department of Commerce for the 20 Federal agencies comprising the Trade Promotion Coordinating Committee (TPCC). These agencies are responsible for managing the U.S. Government’s export promotion programs and activities.” Contact: 1-800-USA-TRADE, email: tic@ita.com.gov
<http://www.trade.gov/td/tic/>

Export.gov – U.S. Government Export Portal
Homepage. <http://www.export.gov/>

TradePort

“TradePort is designed to be an easy-to-use tool offering one place to go for comprehensive trade information, trade leads, and company databases.” <http://www.tradeport.org/>

Selected International Organic-specific Law and Policy Sites

Canadian Organic Advisory Board (COAB)

National Standard. <http://www.coab.ca/standard.htm>

China, Organic Food Development Center (OFDC)

Homepage. http://www.ofdc.org.cn/index_en.htm

European Commission – Directorate General for Agriculture

Organic Farming – Guide to Community Rules. (2001) 32p.

http://europa.eu.int/comm/agriculture/qual/organic/brochure/abio_en.pdf

Council Regulation (EEC) No. 2092/91 of 24 June 1991 on Organic Production of Agricultural Products and Indications Referring Thereto on Agricultural Products and Foodstuffs.

http://europa.eu.int/eur-lex/en/consleg/main/1991/en_1991R2092_index.html

International Federation of Organic Agriculture Movements (IFOAM)

International Organic Accreditation Service (IOAS). <http://www.ioas.org>

IFOAM Basic Standards and IFOAM Accreditation Criteria. <http://www.ifoam.org/standard/index.html>

International Harmonisation and Equivalence in Organic Agriculture. IFOAM Conference on Organic Guarantee Systems. (Conference February 2002, Nuremburg). Proceedings edited by G. Rundgren and W. Lockeretz. IFOAM, 2002. Available from IFOAM.

Conference Conclusions: <http://www.ifoam.org/pub/harmoconferenceconclusions.pdf>

International Trade Centre (ITC), United Nations Conference on Trade and Development (UNCTAD)/World Trade Organization (WTO)

Organic Products Web Page. <http://www.intracen.org/mds/sectors/organic/welcome.htm>

Japan, Ministry of Agriculture, Forestry and Fisheries

Standards and Labelling based on the Law Concerning Standardization and Proper Labelling of Agricultural and Forestry Products (the JAS Law).

http://www.maff.go.jp/soshiki/syokuhin/hinshitu/organic/eng_yuki_top.htm

Network for Animal Health and Welfare in Organic Agriculture (NAHWOA)

“Organic Livestock Production Standards.” In *Diversity of Livestock Systems and Definition of Animal Welfare*, Proceedings of the Second NAHWOA Workshop, Cordoba, 8-11 January 2000, edited by M. Hovi and R. Garcia Trujillo. NAHWOA, 2000. <http://www.veeru.reading.ac.uk/organic/proc/proceedings.htm>

Organic-research.com

Organic Farming Legislation. Links to organic regulation resources in Australia, Canada, Denmark, Ireland, Japan, Sweden, Switzerland, United Kingdom as well as to EC Regulations, Codex Alimentarius Commission Organic Standards, and “Database of Organic Standards in the EU.”

<http://www.organic-research.com/LawsRegs/legislation.asp>

Stiftung Ökologie & Landbau

Organic Farming in Europe – Country Reports. [in English] Reports include information about the country’s laws, standards and certification agencies. http://www.organic-europe.net/country_reports/default.asp

United Nations Food and Agriculture Organization (FAO) [from IFOAM]

Guidelines for the Production, Processing, Labelling and Marketing of Organically Produced Foods. (GL 32-1999, Rev. 1-2001) http://www.ifoam.org/fao/codex_content.html

Report Codex Food Labelling Committee. May 2000, Ottawa

http://www.ifoam.org/fao/codex_food_label.html

United Nations Food and Agriculture Organization (FAO) and World Health Organization (WHO), Codex Alimentarius Commission

FAO/WHO Food Standards Homepage. Codex Standards and other related texts adopted by the Commission including “Food Hygiene – Basic Texts,” “Food Labelling – Complete Texts,” “Food Import and Export Inspection and Certification Systems – Combined Texts,” and “Organically Produced Foods – Guidelines for Production, Processing, Labelling and Marketing.” <http://www.codexalimentarius.net/>

Guidelines for the Production, Processing, Labelling and Marketing of Organically Produced Foods. (GL 32-1999; Rev.1-2001) <http://www.fao.org/organicag/doc/glorganicfinal.pdf>

United Nations Conference on Trade and Development, Capacity Building Task Force on Trade, Environment and Development

Policy Dialogue on Promoting Production and Trading Opportunities for Organic Agricultural Products. Meeting Report (Brussels), 21-22 February 2002.

<http://www.unep-unctad.org/cbtf/meetings/brussels/finalreport.doc>

Selected International Food Law and Policy Sites

United Nations Food and Agriculture Organization (FAO)

FAOLEX. “Comprehensive and up-to-date computerized legislative database, the world’s largest electronic collection of national laws and regulations, as well as treaties, on food, agriculture and renewable natural resources.” **<http://faolex.fao.org/faolex/index.htm>**

World Trade Organization (WTO)

The Agreements: Agriculture: Fairer Markets for Farmers. Guide to provisions and intent of WTO agreements pertaining to trade in agricultural products.

http://www.wto.org/english/thewto_e/whatis_e/tif_e/agrm3_e.htm

Sanitary and Phytosanitary Measures. “An agreement on how governments can apply food safety and animal and plant health measures (sanitary and phytosanitary or SPS measures) sets out the basic rules in the WTO.”

http://www.wto.org/english/tratop_e/sps_e/sps_e.htm

Organisation for Economic Co-operation and Development (OECD)

Food, Agriculture and Fisheries Directorate. “The Directorate analyses food, agriculture and fisheries issues and provides information and advice to governments on practical and innovative options for the reform and the development of policies and the liberalisation of trade.” **<http://www.oecd.org/agr/>**

Institute of Food Technologists (IFT)

Food Laws and Regulations Division. Includes “frequently updated links to Internet resources on food laws and regulations as well as related topics” – associations, U.S. government and judicial agencies; U.S. state and local agencies; libraries; private and academic sources. **http://www.ift.org/divisions/food_law/**

The School of Food Biosciences, The University of Reading, UK

Food Law Web Site. Developed by Dr. D. J. Jukes. Extensive coverage of news, government agencies, and regulations in the UK and Europe. **<http://www.fst.rdg.ac.uk/foodlaw/main.htm>**

III. How-to Guides

About this section: This section contains references and links to educational and outreach materials including guides, textbooks, workbooks, manuals and fact sheets. Emphasis is on online or otherwise readily available resources. Selected books and articles also are included, with availability/purchase information noted. While not indicated, online publications may also be available in print format.

Direct marketing has traditionally been an important market outlet for organic products, and this section includes resources about farm direct marketing and community supported agriculture. Selected resources concerned with marketing niche and speciality agricultural products in general also are included. Texts about organic crop and livestock production often contain significant information about marketing techniques; for the most part, these texts are NOT covered in this publication.

Related Chapters in this Publication: Regulations, Laws and Legislation; Guides to Data, Suppliers, Outlets and Events; Industry Data Sources; Market and Consumer Studies; Support Organizations

Section headings:

- General Marketing

- Direct Farm Marketing

- Selected Organic Enterprise Budgets

General Marketing

Access Minnesota Main Street (eCommerce Curriculum). University of Minnesota Extension Service, 2003.
Document online: <http://www.extension.umn.edu/mainstreet/>

Adding Value for Sustainability: A Guidebook for Agricultural Professionals, by Kristen Markley and Duncan Hilchey. Farming Alternatives Program, 1998. [Availability information: Community, Food, and Agriculture Program, Cornell University, phone 607-255-9832 or email gcg4@cornell.edu]

Abstract and selected text: http://www.cardi.cornell.edu/cd_toolbox_2/tools/value_added.cfm

Adding Value through Environmental Marketing: Opportunities for Food Producers, Processors and Retailers. (Conference Proceedings, December 6-7, 1999, Madison WI) Institute for Agriculture and Trade Policy, 2000. 258p.

Document online: <http://www.iatp.org/labels/envcommodities/>

Alternative Meat Marketing, by Holly Born. Appropriate Technology Transfer for Rural Areas (ATTRA), 2000. Document online: <http://attra.ncat.org/attra-pub/altmeat.html>

Attracting Consumers with Locally Grown Products, prepared by the Food Processing Center. Institute of Agriculture and Natural Resources, University of Nebraska, Lincoln, 2001. 96p. Document online: <http://www.farmprofitability.org/local.pdf>

Auditing in the Food Industry – From Safety and Quality to Environmental and Other Audits, edited by Mike Dillon and Chris Griffith. Woodhead Publishing Limited (UK), 2001. 217p. Information/abstract only: <http://www.woodhead-publishing.com/foodsci/furtherinfo/quality/auditing.html>

Certification of Organic Foodstuffs in Developing Countries, by Jochen Neuendorff and Ulrich Sabel-Koschella. Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), undated. 50p. (available in English, French, Spanish, and German) Document online: <http://www.gtz.de/organic-agriculture/en/lit/lit02.html#1>

Collaborative Marketing: A Roadmap and Resource Guide for Farmers, by Robert King and Gigi DiGiacoma. Minnesota Institute for Sustainable Agriculture, 2000. Document online: <http://www.extension.umn.edu/distribution/businessmanagement/DF7539.html>

“Cooperatively Producing & Marketing Natural Beef.” In *Field Notes*, no. 7. North Central Region Sustainable Agriculture Research and Education, 1999. 4p. Document online: <http://www.sare.org/ncrsare/fnpn0899pdf.pdf>

Creating an Organic Production and Handling System Plan: A Guide to Organic Plan Templates, by George Kuepper. Appropriate Technology Transfer for Rural Areas (ATTRA), 2002. Document online: <http://attra.ncat.org/attra-pub/handlingsys.html>

DPI and Organics. State of Queensland, Department of Primary Industries (Australia), 2002. Includes chapters: “Trade opportunities for organic food,” “Marketing organic food,” “Organic production and processing.” Document online: <http://www.dpi.qld.gov.au/business/660.html>

Exporting Organic Products: Marketing Handbook, 2nd Edition, by Marion Buley, Suzanne Vaupel and Peter Grosch; edited by Katherine Clark. Protrade, Department Organic Products and Fine Foods, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), 1997. 212p. (available in English, French, and Spanish)
Document online: <http://www.gtz.de/organic-agriculture/en/lit/lit03.html>

Facts About Organic Production & Markets. Appropriate Technology Transfer for Rural Areas (ATTRA), 1998.
Document online: <http://attra.ncat.org/attra-pub/leaflets/factsrs.html>

Free-range Poultry Production and Marketing: A Guide to Raising, Processing, and Marketing Premium Quality Chicken, Turkey and Eggs, by Herman Beck-Chenoweth. Back Forty Books, 1997. [Also available as a video; availability information: Back Forty Books, 1-866-596-9982]
Information/abstract only: <http://www.back40books.com/store/products.asp?dept=1037>

Good Organic Retailing Practices Training Manual. Organic Trade Association, 2002? [Availability information: Organic Trade Association, P.O. Box 547, Greenfield MA 01302; phone 413-774-7511; fax 413-774-6432]
Information/abstract only: <http://www.ota.com/bookstore/4.html>

Green Markets for Farm Products, by Al Kurki and Nancy Matheson. Appropriate Technology Transfer for Rural Areas (ATTRA), 2001.
Document online: <http://attra.ncat.org/attra-pub/greenmarkets.html>

Growing Your Range Poultry Business: An Entrepreneur's Toolbox, by Anne Fanatico and David Redhage. Appropriate Technology Transfer for Rural Areas (ATTRA), 2002.
Document online: <http://attra.ncat.org/attra-pub/PDF/poultrytoolbox.pdf>

A Guide to Marketing Organic Produce, by Charles Hall, Richard Edwards, and Jeff Johnson. Texas Agricultural Extension Service, 1991?
Document online: <http://aggie-horticulture.tamu.edu/sustainable/publications/organicproduce/organic.html>

Guide to Legal Requirements for Exporting Organic Foods and Agricultural Products to International Markets, by Suzanne Vaupel and Ken Commins. International Organic Accreditation Service, International Federation of Organic Agricultural Movements, Third World Working Group, 1997. 61p.

A Guide to the European Market for Medicinal Plants and Extracts. Commonwealth Secretariat, 2001. 130p. [Availability information: York Publishing Services, 64 Hallfield Road, Layerthorpe, York YO31 7ZQ UK, phone +44 (0)1904 431 213, fax +44 (0)1904 430 868, email: orders@yps-publishing.co.uk] Information/abstract only: http://www.thecommonwealth.org/dynamic/documents_asp/ViewACategory.asp?CategoryID=52&PCID=52

Guidelines for Exporters of Fruit and Vegetables to the European Markets. Commonwealth Secretariat, undated. 206p. [Availability information: York Publishing Services, 64 Hallfield Road, Layerthorpe, York YO31 7ZQ UK, phone +44 (0)1904 431 213, fax +44 (0)1904 430 868, email: orders@yps-publishing.co.uk] Abstract only: http://www.thecommonwealth.org/dynamic/documents_asp/ViewACategory.asp?CategoryID=52&PCID=52

Guidelines for Exporters of Cut Flowers to the European Markets. Commonwealth Secretariat, 2002. 200p. [Availability information: York Publishing Services, 64 Hallfield Road, Layerthorpe, York YO31 7ZQ UK, phone +44 (0)1904 431 213, fax +44 (0)1904 430 868, email: orders@yps-publishing.co.uk] Abstract only: http://www.thecommonwealth.org/dynamic/documents_asp/ViewACategory.asp?CategoryID=52&PCID=52

Handbook of Organic Food Processing and Production, 2nd Edition, edited by Simon Wright and Diane McCrea. Blackwell Science (UK), 2000. 238p. Chapters include “International Legislation & Importation,” “Fruit & Vegetables,” “Organic Meat & Fish: Production, Processing & Marketing,” and “Organic Dairy in the United States.”

Information/abstract only: <http://www.blackwellpublishing.com/book.asp?ref=0632055413>

Herbal Harvest: Commercial Organic Production of Quality Dried Herbs. 2nd Edition, by Greg Whitten. Blooming Books, 1999. 556p. [Availability information: Blooming Books, 7 Newry Street, Richmond, VIC 3121 Australia]

Information/abstract only: <http://www.tasherbs.org/herbal.htm>

How to Harvest the Profits of Organic Produce. Organic Trade Association, 2000. 67p. [Availability information: Organic Trade Association, P.O. Box 547, Greenfield MA 01302; phone 413-774-7511, fax 413-774-6432, <http://www.ota.com/bookstore/4.html>]

International Organic Inspection Manual, compiled by James A. Riddle and Joyce E. Ford. Independent Organic Inspectors Association (IOIA)/International Federation of Organic Agriculture Movements (IFOAM), 2000. 264p. (available in English and Spanish).

Information/abstract: only: <http://www.ioia.net/pubinfo.htm#manual> or <http://www.ioia.net/pubinfo.htm#manual>

Marketing Alternatives for Specialty Produce, by Larry Burt, Jim Kropf and Curt Moulton. A Pacific Northwest Extension Publication, 2002.

Document online: <http://eesc.orst.edu/AgComWebFile/EdMat/PNW241.pdf>

Marketing Fact Sheets. Alberta Food and Agriculture, Food and Rural Development, 1999-2002. Series includes “Essentials of Pricing,” “Developing a Promotional Plan,” and “Adding E-commerce to Your Agri-business.”

Document online: <http://www.agric.gov.ab.ca/agdex/800/freedex.html#market>

Marketing Options for Commercial Vegetable Growers, by Brent Rowell, Tim Woods and Jim Mansfield. University of Kentucky Extension, date?
Document online: <http://www.ca.uky.edu/agc/pubs/id/id134/id134.htm>

Marketing Organic Grains, by Holly Born and Preston Sullivan. Appropriate Technology Transfer for Rural Areas (ATTRA), 2002.
Document online: <http://attra.ncat.org/attra-pub/marketingorganicgrains.html>

Marketing Research for Entrepreneurs and Small Business Managers, by David J. Snepenger. Montana State University College of Business, 1997.
Document online: <http://www.montana.edu/wwwpb/pubs/mt9013.html>

Market Research Workbook, by John M. Arnos, Ellen Peirce and Henry H. Sineath. University of Missouri, undated. 30p.
Document online: <http://www.ded.state.mo.us/business/businesscenter/pdfs/mrw.pdf>

Marketing Tips for Farmers. Series includes “General Marketing Tips for Farmers Selling to Independent Retailers and Restaurants,” “Marketing to Independent Retailers,” and “Marketing to Restaurants.” North Carolina Cooperative Extension Service, 2002.
Document online: <http://www.ces.ncsu.edu/chatham/ag/SustAg/marketingtips.html>

New Product Development – Mapping the Process. Manitoba Agriculture and Food, June 2001. Includes segments on Market Research, Market Segmentation, Regulations, Labeling, Packaging and Financial Management.
Document online: <http://www.gov.mb.ca/agriculture/financial/agribus/ccg01s00.html>

The NxLevel Training Network. NxLevel “is a group of organizations engaged in entrepreneurial training” Training curriculums (offered in many states) include NxLevel for Business Start-ups, for Entrepreneurs, for Enterprising Youth, for Micro-Entrepreneurs, for Agricultural Entrepreneurs and for Alternative Agriculture. Web site includes “Business Resources on the Net” linking page.
Information/abstract only: <http://www.nxlevel.org/Pages/brn.html>

Organic Apple Production Manual, by Sean L. Swezey, et al. University of California, Agriculture and Natural Resources Communications Services, 2000. 72p. [Availability information: UC ANR Communication Services, phone 800-994-8849, or <http://anrcatalog.ucdavis.edu>]
Information/abstract only: <http://www.sarep.ucdavis.edu/news/0004bpr.htm>

Organic Certification, Farm Production Planning, and Marketing, by Mark Gaskell, et al. (Publication 7247) Division of Agriculture and Natural Resources, University of California, Vegetable Research and Information Center, 2000.

Document online: <http://anrcatalog.ucdavis.edu/pdf/7247.pdf>

Organic Dairy Products, International Seminar held in Athens, Greece, September 1999. (Bulletin 347/2000) International Dairy Federation, 2000. 40p.

Information/abstract only: <http://www.fil-idf.org/Publications2000.htm> [scroll to Bulletin 347]

Organic Food Production and Certification, by Carol A. Miles, Tamera K. Flores, and Miles McEvoy. Washington State University Cooperative Extension, 1999.

Document online: <http://cru.cahe.wsu.edu/CEPublications/eb1888/eb1888.pdf>

Organic Markets, Iowa Agricultural Opportunities. Iowa State University Extension, 1999?

Document online: <http://www.iowaagopportunity.org/organicprod/organicmarkets.html>

Organic Resource Manual, by Nancy Taylor and Leslie Zenz. Washington State Department of Agriculture, Organic Food Program, 1999. 92p. (SARE PROJECT EW-96.006)

Document online: <http://www.wa.gov/agr/FoodAnimal/Organic/docs/OrganicResourceManual.pdf>

Pastured Poultry Profits, by Joel Salatin. Polyface Farms, Inc., 1996. 334p. [Availability information: Chelsea Green Publishing (distributor), P.O. Box 428, Gates-Briggs Building #205, White River Junction VT 05001, phone 802-295-6300]

Information/abstract only: <http://www.chelseagreen.com/DP/Polyface/PasturedPoultryProfits.htm>

Recognize and Investigate Value-Added Opportunities and Constraints, by Sheila Knop and Russell Tronstad. Department of Agricultural & Resource Economics, University of Arizona, 2000?

Document online: <http://ag.arizona.edu/arec/va/valaddopp&const.html>

Selling Certified Organic Produce to Retail Produce Markets in the Upper Midwest, by Laurie S. Z. Greenberg. Center for Integrated Agricultural Systems, 2002. 18p.

Document online: <http://www.wisc.edu/cias/pubs/greenbrg.PDF>

Starting and Growing Your Business. Alberta Agriculture, Food and Rural Development, 2002. Resources to “assist prospective and emerging agri-food processors with helpful business and marketing information essentials to plan and operate a successful business.”

Document online: http://www.agric.gov.ab.ca/food/process/new_business/index2.html

A Systematic Approach to Produce Wholesaling, by David J. Rada and Jim Hanson. (#FS648) Maryland Cooperative Extension Service, 1995.

Document online: <http://www.agnr.umd.edu/MCE/Publications/Publication.cfm?ID=1>

Understanding Cooperatives: Agricultural Marketing Cooperatives, developed by Marc Warman and Tracey L. Kennedy. USDA Rural Business – Cooperative Service, 1998. 4p.

Document online: <http://www.rurdev.usda.gov/rbs/pub/cir4515.pdf>

Direct Farm Marketing

1999 Agricultural Marketing Outreach Workshop Training Manual. Southern University and A&M College and U.S. Department of Agriculture, 1999. Includes several presentations about marketing including “Producing and Marketing Organic Produce,” by Owusu Bandele and “Practices to Enhance Marketing of Fruits and Vegetables,” by Charles A. Mullins.

Document online: <http://marketingoutreach.usda.gov/info/99Manual/organic.html>

Approaching Community Shared Agriculture from a Farm Business Mindset. Ontario Ministry of Agriculture and Food, 2003.

Document online: <http://www.gov.on.ca/OMAFRA/english/busdev/facts/csa.htm>

Direct Farm Marketing and Tourism Handbook. Department of Agricultural & Resource Economics, University of Arizona, 2000.

Document online: <http://ag.arizona.edu/arec/pubs/dmkt/dmkt.html>

Direct Marketing, by Katherine Adam. Appropriate Technology Transfer for Rural Areas (ATTRA), 1999.

Document online: <http://attra.ncat.org/attra-pub/directmkt.html>

Direct Marketing of Farm Produce and Home Goods: Direct Marketing Alternatives and Strategies for Beginning and Established Producers, by John Cottingham, et al. University of Wisconsin Extension, undated. 28p.

Document online: <http://cf.uwex.edu/ces/pubs/pdf/A3602.PDF>

Dynamic Farmers’ Marketing: A Guide to Successfully Selling Your Farmers’ Market Products, by Jeff W. Ishee. Bittersweet Farmstead (Staunton VA), 1997. 148p. [Availability information: phone 540-886-8477 or email: farmsted@cfw.com] Review: <http://www.mofga.org/mofsep6.htm>

Face to Face Farming and Eating: Personal Relationships in Alternative Food Systems, by Mary Hendrickson. Food Circles Networking Project, University of Missouri Outreach and Extension, undated. 4p.
Document online: <http://www.foodcircles.missouri.edu/facetoface.pdf>

Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers, by Lynn Byczynski. Chelsea Green Publishing, 1998 224p. [Availability information: Chelsea Green Publishing, P.O. Box 428, Gates-Briggs Building #205, White River Junction VT 05001, phone 802-295-6300]
Information/abstract only: <http://www.chelseagreen.com/Livelihood/FlowerFarmer.htm>

How To Direct-Market Farm Products on the Internet, by Jennifer-Claire V. Klotz. USDA Agricultural Marketing Service, Transportation and Marketing Programs, Marketing Services Branch, 2002. 50p.
Document online: <http://www.ams.usda.gov/directmarketing/internet%20marketingf.pdf>

Legal Guide for Farm Marketers, by Neil D. Hamilton. Drake University Agricultural Law Center, 1999. 235p. [Availability information: Agricultural Law Center, Drake University, Des Moines IA 50311, phone 515-271-2947]
Information/abstract only: <http://www.drake.edu/newsevents/releases/jan00/011300farmers.html>

The New Farmers' Market: Farm-Fresh Ideas to Make Market Sales Sizzle, by Eric Gibson, Vance Corum and Marcie Rosenzweig. New World Publishing, 2001. 256p. [Availability information: New World Publishing, 11543 Quartz Drive, # 1, Auburn CA 95602, phone 530-823-3886]
Abstract and selected text: <http://www.nwpub.net/nfm.html>

Reap New Profits: Marketing Strategies for Farmers and Ranchers. Sustainable Agriculture Network, 1999. (also available with accompanying PowerPoint presentation)
Document online: <http://www.sare.org/market99/>

Selling Local Food to Restaurants and Food Services: Why and How. (Report Brief) Food Circles Networking Project, University of Missouri Outreach and Extension, undated.
Document online: <http://www.foodcircles.missouri.edu/selltorestaurants.pdf>

Sharing the Harvest: A Guide to Community-Supported Agriculture, by Elizabeth Henderson and Robyn Van En. Chelsea Green Publishing, 1999. 233p. [Availability information: Chelsea Green Publishing, P.O. Box 428, Gates-Briggs Building #205, White River Junction VT 05001, phone 802-295-6300]
Information/abstract only: <http://www.chelseagreen.com/Garden/SharingtheHarvest.htm>

Sustainable Vegetable Production From Start-Up to Market, by V. P. Grubinger. Natural Resource, Agriculture, and Engineering Service, Cornell Cooperative Extension, 1999. 268p. [Availability information: NRAES, Cooperative Extension, 152 Riley-Robb Hall, Ithaca NY 14853-5701, phone 607-255-7654, email: nraes@cornell.edu]

Information/abstract only: <http://www.nraes.org/publications/nraes104.html>

Selected Organic Enterprise Budgets

Crop Rotational Budgets for Three Cropping Systems in the Northeastern United States. Rutgers Cooperative Extension, 1999. “Conventional Production Practices, Integrated Crop Management Production Practices, and Organic Production Practices.” Budgets under “Organic Production Practices” include cabbage, cauliflower, corn, cucumbers, dairy goat milk, apples, hay alfalfa, lettuce, pumpkin, soybeans, spring lamb, tomatoes and onions. Site also incorporates an “Interactive SmartForm” for creating your own custom crop budget.

Document online: <http://aesop.rutgers.edu/~farmmgmt/ne-budgets/NEbudgets.html>

Organic Apples – Okanagan Valley, Slender Spindle – 1210 Trees/acre. (Planning for Profit Series) Ministry of Agriculture, Food and Fisheries, British Columbia, 2001.

Document online: http://www.agf.gov.bc.ca/busmgmt/budgets/budget_pdf/tree_fruits/organic_apples_2001.pdf

Organic Broccoli Production in Watauga County. North Carolina Cooperative Extension, revised 2002.

Document online: <http://www.ces.ncsu.edu/watauga/broccoli.html>

Organic Farming Cost Studies, by Karen Klonsky and Laura Tourte. Series of fourteen studies of California organic production systems. Department of Agricultural and Resource Economics, UC Davis.

Most documents online: <http://www.sarep.ucdavis.edu/pubs/Costs.htm>

Organic Goldenseal Production – 1 Acre-estimated Costs and Returns, as of 1/31/2001, by Roger Sego. Washington State University, 2001.

Document online: <http://foodfarm.wsu.edu/OrganicGoldenseal.htm>

Organic Pork Production: A Two-litter Pasture Farrow-to-Finish Budget, by Jude M. Becker, M. S. Honeyman and J. B. Kliebenstein. (ASL-R1679) Iowa State University, undated.

Document online: <http://www.extension.iastate.edu/ipic/reports/99swinereports/asl-1679.pdf>

Projected 2000 Organic Crop Budgets South Central North Dakota. Farm Management Planning Guide, North Dakota State University Extension, 2000.

Document online: **<http://www.ext.nodak.edu/extpubs/agecon/ecguides/sc-org.htm>**

Small-Scale Egg Production (Organic and Nonorganic). (Agricultural Alternatives) Pennsylvania State University, 1999.

Document online: **http://agalternatives.aers.psu.edu/livestock/small_scale_egg/small_scale_egg.pdf**

IV. Guides to Data, Suppliers, Outlets and Events

About this section: This section is a guide to guides, containing references for various types of directories and listings useful to the organic food handler and marketer. These include web directories and web portals documenting market outlets, brokers, supplies and suppliers, marketing literature and research and Internet links. References are grouped by general topic. Descriptions in quotation marks are descriptions taken directly from the source's web site or print publication. No endorsement by the Alternative Farming Systems Information Center is intended.

Online sites and documents are emphasized in these listings. Unless otherwise noted, access to these resources is free. A few are fee-based, have only partial information online or are print-only in format. Availability information is noted. Many of the resources listed here could be listed in more than one category; check the index to this publication if you don't find one listed in the category where you first look.

Many of the sources listed here are not specific to organic production and handling; however, they do contain information about food marketing and trading enterprises that organic marketers will find helpful. **Underlined titles are organic- and/or natural food-specific.**

The following resource types and formats are included in this chapter:

- ① *Directories and Trading Sites – people, organizations, markets*
- ② *Searchable Databases – both free and fee-based*
- ③ *Cyberguides/Web Portals – Indexed/annotated links to other sites*
- ④ *Bibliographies and Publishers Catalogs – Topic-oriented guides to print literature*
- ⑤ *Calendars of Trade and Marketing Events*

Related Chapters in this Publication: Regulations, Laws and Legislation; How-to Guides, Suppliers, Outlets and Events; Industry Data Sources; Market and Consumer Studies; Support Organizations

Section headings:

- General Marketing
- Agribusiness and Economic Research
- Market Outlets, Brokers and Suppliers
- Commodity Price Indexes
- Food Science

General Marketing

Agribusiness, Food Industry and Forest Industry Associations on the Internet, originally compiled by Mary Lassanyi, National Agricultural Library, 1998. Arizona State University East Library, updated April 2000. ③
http://agniclib.east.asu.edu/atmic_agriassn.htm

Agricultural Market Information Virtual Library. Michigan State University, Department of Agricultural Economics. “Market information sources available through the Internet: Daily to yearly market and outlook reports, prices, commodities and quotes.” ③
<http://www.aec.msu.edu/agecon/fs2/market/contents.htm>

Agricultural Marketing Resource Center (AgMRC): An Information Resource for Value-added Agriculture. Iowa State University. Topic categories include: “Investigate Value-Added Products,” “Explore Market and Industry Trends,” “Create and Operate a Business,” “Locate Consultants and Businesses,” “Access New Information and Research.” ③
<http://www.agmrc.org/homepage.html>

Building Better Rural Places: Federal Programs for Sustainable Agriculture, Forestry, Conservation and Community Development. “A publication of the U.S. Department of Agriculture agencies working together for sustainable rural development in collaboration with The Michael Fields Agricultural Institute.” USDA, 2001. 160p. Also available in print format. ①
<http://attra.ncat.org/guide/index.htm>

Business Resources. Rural Information Center, USDA National Agricultural Library, 2002. ③
<http://www.nal.usda.gov/ric/ruralres/business.htm>

Consumer Goods Industries – Processed Foods Index Page. Office of Consumer Goods (OCG), Trade Development Unit, International Trade Administration. Contains “Current Imports and Current Exports,” and “Census Food Reports” for selected products. ①
<http://www.ita.doc.gov/td/ocg/food.htm>

CropChoice.com. “CropChoice is an alternative news and information source for American farmers and consumers about genetically modified crops, corporate agribusiness concentration, farm and trade policy, sustainable agriculture, wind farming and alternative energy, and rural economic and social issues.” ②

<http://www.cropchoice.com/>

Directory of Organics in Canada/ Répertoire du bio au Canada. Canadian Organic Growers (COG), 2002.

Also available in print format. ①

<http://www.cog.ca/orgdirectory.htm>

Directory of State Contacts in Value-Added Agriculture – 1998. USDA Cooperative State Research, Education, and Extension Service. ①

<http://www.reeusda.gov/smallfarm/valuedir.htm>

E-answers. Agricultural Communicators in Education (ACE) and participating universities, through a grant from the Cooperative State Research, Education and Extension Service (CSREES)-USDA. “Reliable, research-based information on a wide range of Extension or Outreach-oriented subjects. From this source you can access the knowledge of Land Grant universities around the nation.” ②

<http://128.227.242.197/>

EIU Country Intelligence: Country Profiles and Country Reports. The Economist Intelligence Unit. “The best, most dependable analysis of the countries we cover.” Full access is by paid subscription. ②

Information/abstract only: <http://www.eiu.com>

ERS Outlook Reports. USDA Economic Research Service (ERS). These reports “provide current and prospective information on commodity supply, demand, and price conditions. Annual yearbooks include historical data series on acreage, yield, supply, domestic use, foreign trade, and price and topical articles pertinent to understanding the U.S. and global markets.” Topics include “Aquaculture,” “Cotton and Wool,” “Feed,” “Floriculture and Nursery Crops,” “Fruit and Tree Nuts,” “Livestock, Dairy, and Poultry,” “Oil Crops,” “U.S. Agricultural Trade,” “Rice, Sugar and Sweeteners,” “Tobacco Outlook,” “Vegetables and Specialties/Melons,” and “Wheat.” ①

<http://www.ers.usda.gov/publications/outlook/>

FAO’s Digital Resource Center, WAICENT Information Finder. Search the entire Food and Agriculture Organization’s web site. ②

<http://www.fao.org/waicent/search/default.asp>

Farmer Direct Marketing Bibliography – 2001. USDA Agricultural Marketing Service, Transportation and Marketing Programs, Marketing Services Branch, 2001. 60p. ④

<http://www.ams.usda.gov/directmarketing/bibliography.htm>

FAS Online Calendar of Events for the Organic Industry. USDA Foreign Agricultural Service. ⑤
<http://www.fas.usda.gov/agx/organics/Calendar/Calendar.htm>

FindArticles.com. The Gale Group. Current full-text articles from a wide array of magazines and journals including many that contain articles pertaining to organic marketing and industry. Access is free. ②
http://www.findarticles.com/cf_0/PI/index.jhtml

Food Marketing Information. Arizona State University East/Agriculture Network Information Center (AgNIC). Includes a database of Internet and other electronic resources, searchable by keyword or browsable by broad topic.③
<http://agniclib.east.asu.edu/>

FruitNet.com – The Global Fresh Produce Portal. Eurofruit Magazine and Fruchthandel Magazine. Links to international information about “Market and Trade Data & Statistics,” “Transportation Logistics,” “Policy,” trade sites, and an events calendar. ③
<http://www.fruitnet.com/>

Global Agribusiness Information Network (GAIN). Fintrac Inc. Comprehensive index of links to online “Postharvest & Production Guides,” “Wholesale Prices from North America, South America, Europe, and Japan” (updated every weekday); “Trade Statistics;” “Market Surveys & Other Market Stats;” and “Trade Regulations.” ③
<http://www.fintrac.com/gain/>

Guide to Educational Resources on Direct Marketing, compiled by David Chaney, Gail Feenstra and Karen Levy. University of California, Agriculture and Natural Resources, Sustainable Agriculture Research & Education Program, 2002. [Availability information: SAREP, University of California, One Shields Avenue, Davis CA 95616, phone 530-752-7556, **sarep@ucdavis.edu**; **<http://www.sarep.ucdavis.edu/cdpp/>**] ④

Horticultural Business Information Network. University of Tennessee Cooperative Extension.③
<http://www.utextension.utk.edu/hbin/>

International Organic Industry Events. Organic Trade Services. ⑤
<http://www.organicts.com/newspro/events/index.shtml>

MAC Link List. Missouri Alternatives Center. Compilation of links to full-text “Extension Guidesheets from some of the top university research centers in the world.” Arranged alphabetically by topic. Categories include several facets of marketing and organic certification. ①

<http://agebb.missouri.edu/mac/links/index.htm>

National Directory of Farmers Market and Direct Marketing Associations 2001. USDA Agricultural Marketing Service and the North American Farmers Direct Marketing Association, 2001. 41 local, state, regional, and national associations, listed by state. ①

<http://www.ams.usda.gov/directmarketing/associations.htm>

National Organic Directory: Guide to Organic Information and Resources Worldwide. 18th edition.

Community Alliance with Family Farmers, 2001. 276p. (Ceased publication in 2001) ①

Information/abstract only: **<http://www.caff.org/caff/publications/nod.html>**

Natural Products Field Manual 2002, by Bob Burke and Rick McKelvey. Natural Products Consulting Institute, 2002. 725p. [Availability information: Bob Burke, phone 978-975-9902, email **BobNPCI@aol.com**] “Includes CDROM with a directory of 5,400 natural retailers, mass-market natural buyers, distributors, brokers, budget models, new item forms and store logos; practical, proven, best practices illustrated; insightful ‘guest editorials’ by notable buyers, brokers and CEO’s...” ①

Information/abstract only: **<http://www.bob-burke.com/fieldman.htm>**

OMRI Brand Name Products Lists. Organic Materials Review Institute, updated periodically, republished annually. “OMRI lists products after review by an independent Review Panel, composed of leading experts from the organic industry...The evaluation criteria used in the product review process are in conformance with the USDA National Organic Program regulations found in 7 CFR Part 205 and subsequent amendments.” ①

http://www.omri.org/OMRI_brand_name_list.html

OMRI Generic Materials List. Organic Materials Review Institute, updated periodically, available by subscription. “Catalog of OMRI’s recommendations and opinions regarding the acceptability or unacceptability of the use of over 750 materials in organic production, processing, and handling.” ①

Information/abstract only: **http://www.omri.org/OMRI_generic_list.html**

Organic Agriculture Worldwide. International Federation of Organic Agriculture Movements (IFOAM) directory of the member organizations and associates. Published annually.

[Availability information: **<http://www.ifoam.org/pub/direct.html>**] ①

The Organic Cotton Site. Sustainable Cotton Project. “This site is dedicated to all the farmers, manufacturers, activists, retailers and others who are devoting their energies to making organic cotton a viable agricultural and economic alternative.” Site includes online articles (news), “Designing and Manufacturing with Organic Cotton” links, and access to the *Organic Cotton Directory*. ③

<http://www.sustainablecotton.org/>

The Organic Foods Sourcebook, by Elaine Marie Lipson. Contemporary Books, 2001. 221p. [Availability information: McGraw-Hill Company, P.O. Box 182604, Columbus OH 43272, phone 800-262-4729

<http://books.mcgraw-hill.com/> (Search on organic books)] ①

Organic Marketing Resources, by Holly Born. Appropriate Technology Transfer for Rural Areas (ATTRA), 2001. “Includes sources of information on the market for organic food and fiber products, including information specifically pertaining to certified-organic products as well as more general information.” ③

<http://attra.ncat.org/attra-pub/markres.html>

Organic Trade Association Calendar of Events. ⑤

<http://www.ota.com/news/calendar.html>

The Packer Produce Availability and Merchandising Guide. Annual supplement to The Packer magazine. “Provides information on availability, merchandising, handling, ordering and nutrition.” [Availability information and abstract: <http://www.thepacker.com/thePacker/Packer-about.asp>] ①

Resources for Small Food Processors and Potential Entrepreneurs. Department of Food Science, Penn State University. Site and document links in categories: “Before You Get Started – Making the Decision to be a Food Processor,” “Resources for Starting a Business,” “Regulations for Food Processors,” “General Microbiology and Food Safety,” “Best Practices for Safe Production of Foods,” “Food Processing Technology,” “Food Testing Laboratories,” “Equipment and Packaging Resources,” “Direct Marketing Opportunities and Farm Alternatives,” “University Assistance Centers for Food Entrepreneurs.” ③

http://foodsafety.cas.psu.edu/processor/ent_res_text2.htm

STATpub.com. STAT Communications, Ltd. “Market intelligence for the world’s agriculture industry since 1988.” Full access is by paid subscription. ②

<http://www.statpub.com/>

① Directories and Trading Sites ② Searchable Databases ③ Cyberguides/Web Portals ④ Bibliographies and Publishers Catalogs ⑤ Calendars of Trade and Marketing Events

What Information and Funding Resources are Available for Small Businesses? (RIC's Small Business FAQ) Rural Information Center, USDA National Agricultural Library, 2002. ③
<http://www.nal.usda.gov/ric/faqs/busnsfaq.htm>

What Financial Resources are Available to Assist Small Farms? (RIC's Small Farm FAQ) Rural Information Center, USDA National Agricultural Library, 2002. ③
<http://www.nal.usda.gov/ric/faqs/farmfaq.htm>

Agribusiness and Economic Research

[See also: Other National and International Data Sources, Chapter V]

AGECON Search – Research in Agricultural and Applied Economics. University of Minnesota Magrath Library and the Department of Applied Economics. “Full text copies of scholarly research in the broadly defined field of agricultural economics including sub disciplines such as agribusiness, food supply, natural resource economics, environmental economics, policy issues, agricultural trade, and economic development.” Full text papers are available in PDF format. ②
<http://agecon.lib.umn.edu/>

AGRICOLA (AGRICultural OnLine Access). National Agricultural Library (NAL). Two searchable bibliographic databases, one indexing book titles, and one indexing journal articles, covering agricultural topics. Emphasis is on USDA, Experiment Station, and U.S. journal articles. Bibliographic citations only, some with abstracts. ②
<http://www.nal.usda.gov/ag98/>

Food Marketing and Processing (FoodMAP). North Central Initiative for Small Farm Profitability. “A clearing-house of research reports, case studies, and other industry specific articles and links relating to value-added market opportunities for farmes and ranchers in the Midwest.” ②
<http://www.foodmap.unl.edu/>

MarketResearch.com. Searchable online catalog of thousands of marketing reports from 350 publishers worldwide; each listing includes report description and abstract. ②
<http://www.marketresearch.com>

Organic Farming and Marketing: Publications from USDA, compiled by Mary Gold. Alternative Farming Systems Information Center, National Agricultural Library, 2002. Bibliography of documents published by U.S. Department of Agriculture Agencies, 1992-2002. Includes links for publications available online. ④
http://www.nal.usda.gov/afsic/AFSIC_pubs/orgusda.htm

Organic Foods: Markets and Marketing, compiled by Mary Gold. Alternative Farming Systems Information Center, National Agricultural Library, 2001. Bibliography of “Recent Books, Articles, News Items, Reports, and Videos.” ④
http://www.nal.usda.gov/afsic/AFSIC_pubs/orgmrkt.htm

The Organic Literature Library. Organic Centre Wales, Institute for Rural Studies, Llanbadarn Campus, Aberystwyth. Searchable catalog of about 1000 book titles. ②
<http://www.organic.aber.ac.uk/lib.shtml>

Organic-research.com – Abstracts Database. CABI Publishing. Records for over 110,000 abstracted research papers and articles. The database is constantly updated by specialists, and has fully searchable records dating from 1973. Full access is by paid subscription. ②
<http://www.organic-research.com/>

Sustainable Agriculture Research and Education (SARE), National Projects Database. Titles, descriptions, dollar amount, years, and investigator information about all previously and currently funded SARE projects (almost 2000 since 1988) including many that pertain to organic topics. Project abstracts include contact information for investigators. ②
<http://www.sare.org/projects/>

Market Outlets, Brokers and Suppliers

All Organic Links: The Global Resource for Organic Information. Online listings include “Brokers,” “Consultants,” “Distributors,” “Eco Marketplaces,” “Growers,” “Importers and Exporters,” “Ingredient Suppliers and Manufacturers,” “Supplies and Services,” and “USDA Accredited Certifying Agents.” ①③
<http://www.allorganiclinks.com/>

The Artichoke Trail: A Guide to Vegetarian Restaurants, Organic Food Stores and Farmers’ Markets in the U. S., by James B. Frost. Hunter Publishing, 1999. 448p. [Availability information: Hunter Publishing, 80 Northfield Avenue, Building 424, Edison NJ 08837, phone 732-225-1900 or 800-255-0343; or ebooks.com, <http://www.ebooks.com/item/012415.htm>] ①

CommunityFood.com. “CommunityFood.com has been developed by the Community Alliances of Interdependent AgriCulture (CAIA) in partnership with the non-profit organization, Food Routes Network, to provide an affordable, practical presence for products created by community-friendly food businesses and family-farm operations.” ①②
<http://www.communityfood.com/>

Co-op America's Green Pages Online. “Search for over 25,000 products and services from 2,000 green companies.” Searchable by state, keyword and category; includes organic. Also available in print format. ①②
<http://www.greenpages.org/>

The Directory of the Canning, Freezing, Preserving Industries. E.E Judge Publishing, published annually. Includes detailed company information on “Canners,” “Glasspackers,” “Aseptic Packers,” “Freezers,” “Driers/Dehydrators,” a “Trade Association List,” and a “Detailed Product Index.” Also available in CDROM format. [Availability information and abstract: **<http://www.eejudge.com/deluxe.html>**] ①

Eco-Market Database. GaiaOne Knowledge Systems. “A Network for Farmers, Gardeners, Consumers & Industry Professionals.” Searchable database includes organic produce, products and services. ①②
<http://www.gks.com/>

Farmer's Market Online. Provides “‘booth space’ for growers, producers and artisans selling direct to the consumer ...our purpose is to provide a space where shoppers from around the world can meet, correspond and purchase products direct from producers.” ①②
<http://www.farmersmarketonline.com/>

Food Master. Business News Publishing, published annually. Two directories: “Ingredients, R & D and Services;” “Equipment Supplies and Service.” Also available in print format. ①
<http://www.foodmaster.com>

The Food Trades Directory of the UK & Europe. Hemming Information Services (UK). Three volumes cover: “food suppliers, manufacturers, retailers, wholesalers, with a separate volume devoted to Industry details, including plant and equipment suppliers, storage handling and distribution and packaging companies. The European volume provides coverage of 29 countries.” Also available online; full access is by paid subscription. [Availability information and abstract only: **<http://www.foodtrades.co.uk>**] ①②

Green Business Corner – Organically Grown Products. Today's Market Prices. Online trading service. ①
http://www.todaymarket.com/g3_list.htm

GreenPeople. “Searchable database of eco-friendly products: organic food, pet supplies, baby products, beauty products, home improvement, hemp, organic cotton, health products, recycled products.” ①②
<http://www.greenpeople.org/>

Health Products Business Raw Materials Directory and Health Products Business Purchasing Guide. Cygnus Business Media. Online directories include organic ingredients and products. Also available as annual print supplements. ①
<http://www.healthproductsbusiness.com/>

International Organic Cotton Directory. PAN Germany, PAN North America, PAN-UK and Organic Trade Association. Directory listing by product or by business type including “Wholesalers/Distributors,” “Retail Stores,” and “Importers/Exporters.” ①
<http://www.organiccottondirectory.net/>

Links Organic: Find an Organic Business. Links Organic. Search listings, or browse by category, including “Associations” and “Brokers.” ①②
<http://www.linksorganic.com/uk/>

Local Harvest. Ocean Group. “A definitive and reliable ‘living’ public nationwide directory of small farms, farmers markets, and other local food sources.” ①
<http://www.LocalHarvest.org/>

Marketing Guidebook: The Blue Book of Supermarket Distribution. Trade Dimensions International, published annually, with quarterly updates. “Lists over 800 retailer chains and wholesalers in the U.S. and Canada plus over 1,700 specialty distributors and brokers.” Affiliated with Progressive Grocer magazine. [Availability information and abstract only: http://www.tradedimensions.com/p_marketing_guidebook.html] ①

National Directory of Farmers Markets. USDA Agricultural Marketing Service. Detailed listings for hundreds of U.S. farmers’ markets, arranged by state. ①
<http://www.ams.usda.gov/farmersmarkets/map.htm>

Natural Foods Merchandiser Annual Resource Guide for the Natural Products Industry, 2003. Natural Foods Merchandiser, December 2002. Categories include: “Manufacturers;” “Manufacturers by Category;” “Distributors;” “Brokers;” “Branded Ingredients;” “Advertising Agencies/Public Relations Firms;” “Importers/Exporters;” “Media Companies;” “Service Companies;” “Trade Associations & Nonprofit Organizations.” ①
http://www.newhope.com/nfm-online/nfm_backs/dec_02/index.cfm

① Directories and Trading Sites ② Searchable Databases ③ Cyberguides/Web Portals ④ Bibliographies and Publishers Catalogs ⑤ Calendars of Trade and Marketing Events

Naturabella.com. Buy, sell, or advertize via this “European exchange for the organic product industry.” ①
<http://www.naturabella.it/index.php3.en>

The Non-GMO Sourcebook. Writing Solutions, Inc., published annually. The 2003 Non-GMO Sourcebook features over 350 non-GMO suppliers and service providers, including: “Seed companies,” “Growers,” “Grain exporters,” “Processors,” “Ingredient manufacturers,” “Food manufacturers,” “GMO testing labs,” “GMO test kit manufacturers” and “Preservation consultants.” [Availability information and abstract: <http://www.non-gmosource.com/>] ①

Organic Business/Organic Trade Services MarketPlace. OrganicTS.com and GreenTrade.net.
“Listing of offers to buy and offers to sell, categorised into product groups. It is transparent so that when you look at the details of the product listed you will see the details of the organisation making the request and you contact them directly if you wish to pursue the offer further.” ①
<http://www.organicts.com/index.html>

The Organic Cotton Directory. Sustainable Cotton Project. Directory of products and services including “Consultants, PR & Marketing” and “Supporting Organizations.” ①
<http://www.findorganiccotton.org/>

The Organic Directory, edited by Clive Litchfield. Soil Association and Green Books, 2003. “Retailers, box schemes, farm shops, manufacturers, restaurants” in the UK. ①②
<http://www.soilassociation.org/SA/directory.nsf/>

Organic Export Directory Online. Organic Trade Association. “Using this online directory you can search for U.S. exporters of U.S. organic products.” Made available in cooperation with the U.S. Department of Agriculture, Foreign Agricultural Service. ①②
http://www.ota.com/online%20directory/ed_home.htm

The Organic Pages Online: North American Resource Directory. Organic Trade Association. “Search for organic food ingredients, drill down to specific ingredient names, post or view organic ingredients needed.” ⑤②
<http://www.ota.com/online%20directory/Directory%20nest.htm>

OrganicTrader.net. Online organic product listing and ordering service designed to help “organic suppliers to find buyers for their products and buyers to find the organic products they need.” ①
<http://www.organictrader.net/index.cfm>

Organixchange. “Organixchange brings together the producers and distributors of organic goods and products. Buyers find source product to fill their distribution channels. Sellers gain access to wide sales and distribution channels.” ①②
<http://www.organixchange.com/>

Quick Frozen Foods Annual Processors Directory. Saul Beck, Publisher. [Availability information: Frozen Food Digest, 271 Madison Avenue, New York, NY 10016, phone 212-557-8600] ①

Thomas Food & Beverage Marketplace. Grey House Publishing. “Information on over 40,000 Food and Beverage companies, products, key executives, corporate, facility information, and more.” Full access is by paid subscription; also available as a print 3 volume set or as a CDROM. ①
<http://www.tfir.com/>

U.S. Supplier List. USDA Foreign Agricultural Service. “The U.S. Supplier List provides foreign buyers with contact information of qualified U.S. suppliers of food, farm, seafood and forest products.” ①
<http://www.fas.usda.gov/scripts/agexport/ussupplierquery.asp>

Upper Midwest Organic Resource Directory. Midwest Organic & Sustainable Education Services (MOSES), 2001. “The Directory identifies resource groups, certification agencies, consultants, suppliers, farmer co-ops, processors and publications in seven states: Illinois, Iowa, Michigan, Minnesota, North Dakota, South Dakota and Wisconsin.” Also available in print format. Midwest Organic & Sustainable Education Services (MOSES). ①
<http://www.mosesorganic.org/umord/umordntro.htm>

Whole Foods: The Natural Foods Business Journal. Annual Source Book. Source Book is published in May as part of the journal subscription. [Availability information: WFC, Inc., 3000 Hadley Road, South Plainfield NJ 07080, phone 908-769-1160, email info@wfcinc.com
<http://www.wfcinc.com/index.htm>] ①

World Food Marketing Directory. Euromonitor International, published annually. Content includes “profiles of the leading food companies world-wide, together with authoritative market analysis on the industry from acknowledged experts, sources to consult for further information, and a comprehensive statistical datafile.” [Availability information: http://www.euromonitor.com/report_summary.asp?rcode=all&s=deep&docid=d1972] ①
① Online informational brochure only: http://www.euromonitor.com/pdf/WFMD02_i.pdf

WorldFoodNet. Resources for the “international food processing and supply industry” including an online suppliers directory and buyers guide. ①②
<http://www.worldfoodnet.com/>

Commodity Price Indexes

Market News Reports. USDA Agricultural Marketing Service. [some organic products are included in selected city *Terminal Market Vegetable* reports; see *Organic Wholesale Prices Data*, below] ①

Dairy. <http://www.ams.usda.gov/dairy/mncls/index.htm>

Fruit and Vegetable. “Information on the current supply, demand and prices on nearly 400 domestic and 70 international fruits, vegetables, nuts, ornamental and specialty crops. The data is collected during face-to-face interviews and telephone conversations with salespersons, brokers and buyers, and the information is analyzed and consolidated into fruit and vegetable market news reports that provide an unbiased view of market conditions.” <http://www.ams.usda.gov/fv/mncls/>

Livestock and Grain. <http://www.ams.usda.gov/lsg/mncls/index.htm>

Poultry and Eggs. <http://www.ams.usda.gov/poultry/mncls/index.htm>

Terminal Market Herb Report, USDA Agricultural Marketing Service.
<http://www.ams.usda.gov/fv/mncls/termherb.htm>

Organic Price Index (OPX). New Farm, updated weekly. “A comparison of terminal market, other wholesale and selected large-scale retail prices for organic and conventional foods and sustainably raised meats.” ①
<http://www.newfarm.org/opx/index.shtml>

Organic Wholesale Prices Data. USDA Economic Research Service (ERS). Six tables in the organic wholesale price database (for selected commodities, and derived from Boston and San Francisco Terminal Market Reports, 1992-2002) are downloadable in two different formats. ①
<http://www.ers.usda.gov/Data/OrganicPrices/>

See also: *Growing for Market* and *Organic Food Commodity Fax Service* in Chapter V, *Business/Trade Journals, Magazines, and Newsletters* section.

Food Science

EAFUS: A Food Additive Database. U.S. Food and Drug Administration (FDA) Center for Food Safety and Applied Nutrition (CFSAN). Information on “over 2000 substances directly added to food, including substances regulated by the U.S. Food and Drug Administration (FDA) as direct, ‘secondary’ direct, and color additives, and Generally Recognized As Safe (GRAS) and prior-sanctioned substances.” (“Everything” Added to Food in the United States = EAFUS) ②

<http://vm.cfsan.fda.gov/~dms/eafus.html>

Food and Nutrition Internet Index. International Food Information Service (IFIS Publishing), Shinfield, Reading, UK and IFIS GmbH, Frankfurt/Main, Germany. “Focus is on food science, food technology and human nutrition, although there is also reference to food business and company information.” Full access is by paid subscription.③

<http://www.fnii.ifis.org/>

Food Industry Research Center (FIRC). “Comprehensive, searchable archive that includes print and online content from seven of the industry’s leading food publications.” Full access is by paid subscription. ②

http://www.grocerynetwork.com/grocerynetwork/firc_new/index.jsp

Food Science and Technology Abstracts (FSTA). International Food Information Service (IFIS) “Over 500,000 references; annual updates add approximately 18,000 references per year. FSTA covers all areas of food science, food technology, and human nutrition, including basic food science, biotechnology, toxicology, packaging, and engineering.” Full access is by paid subscription. ②

<http://www.ifis.org/>

Industrial and Applied Microbiology Abstracts (Microbiology A). Cambridge Scientific Abstracts. “Covers practical microbiological applications in the field of agricultural, food and beverage, chemical, and pharmaceutical industries. It includes such topics as antibiotic and antimicrobial agents, contamination, ripening, and fermentation process for foods, wines and beer...” Full access is by paid subscription. ②

<http://www.csa.com/csa/ids/ids-main.shtml>

Institute of Food Science and Technology (IFST). UK professional organization publishes guides, monographs, FAQs, position papers and more. ②③

<http://www.ifst.org/>

Institute of Food Technologists (IFT), Meetings and Expositions. ⑤
<http://www.ift.org/meetings/index.shtml>

Organically Produced Foods: Nutritive Content, compiled by Mary Gold. (Special Reference Briefs Series, 2000-03) Alternative Farming Systems Information Center, National Agricultural Library, 2000. Bibliography documenting research on vitamin and mineral content, as well as related chemical constituents in organically grown foods. ④
http://www.nal.usda.gov/afsic/AFSIC_pubs/srb0003.htm

V. Industry Data Sources

About this section: This section focuses on sources of market data – journals and magazines, marketing research organizations and agencies, as well as suppliers of demographic data relevant to marketing enterprises. Descriptions in quotation marks are descriptions taken directly from the source’s web site or print publication. No endorsement by the Alternative Farming Systems Information Center is intended.

Online sites and documents are emphasized in these listings. Access to information in this section ranges from free online newsletters to print research reports costing thousands of dollars. Availability information is noted.

Many of the sources listed here are not specific to organic production and handling; however, they do contain information about food marketing and trading enterprises that organic marketers will find helpful. **Underlined titles are organic- and/or natural food-specific.**

Related Chapters in this Publication: Regulations, Laws and Legislation; How-to Guides; Guides to Data, Suppliers, Outlets and Events; Market and Consumer Studies; Support Organizations.

Section headings:

- Selected Business/Trade Journals, Magazines, and Newsletters

- Market Research and Consulting Firms Involved with Natural, Organic and Niche Food Products

- U.S. Department of Agriculture – Market Data Sources

 - Organic-specific Commodity and Marketing Data

 - Selected General Commodity and Food Market Data

- Other National and International Data Sources

Selected Business/Trade Journals, Magazines and Newsletters

AgVentures [print, 6/year]

11950 W. Highland Avenue, Blackwell OK 74631

phone 580-628-4551, fax 580-628-2011, email: **AgVentures@aol.com**

<http://www.agventures.com/>

American Journal of Alternative Agriculture [print and online, quarterly]

CABI Publishing, North America, 44 Brattle Street, 4th Floor, Cambridge MA 92138

phone 800-528-4841 (toll free) or 617-395-4056, fax 617-354-6875, email: **cabi-nao@cabi.org**

<http://www.cabi-publishing.org/JOURNALS/AJAA/Index.asp>

Asia and Middle East Food Trade [print, 4/year]

J. Latka Verlag GmbH, Heilsbachstrasse 32, D-53123 Bonn, Germany

phone +49 228 91932-0, fax +49 228 91932-17, email: **info@ameft.de**

<http://www.ameft.de/>

Asia Pacific Food Industry (English edition) [print and online, monthly]

AP Food Industry Publications, Eastern Trade Media Pte. Ltd., 8 Lorong Bakar Batu, #07-12, Singapore 348743

phone +65 743 6003, fax +65 842 2301/844 1863

<http://www.apfoodonline.com/>

California Certified Organic Farmers Magazine [print and online, quarterly]

CCOF, 1115 Mission Street, Santa Cruz CA 95060

phone 831-423-2263 or 1-888-423-2263, fax 831-423-4528

<http://www.ccof.org/magazine.html>

The Communicator (Organic Crop Improvement Association) [print and online, quarterly]

OCIA International, 6400 Cornhusker, Suite 125, Lincoln NE 68507

phone 402-477-2323, fax 402-477-4325, email: **info@ocia.org**

<http://www.ocia.org/members/index.asp>

The Community Farm [print and online, quarterly]

Jim Sluyter and Joe Meller, The Community Farm, 3480 Potter Road, Bear Lake MN 49614

email: **csafarm@jackpine.com**

<http://tcf.itgo.com/>

Cooperative Grocer [print and online, bi-monthly]

Dave Gutknecht, editor, P.O. Box 597, Athens OH 45701

phone 800-878-7333 (toll free) or 740-592-1912, fax 740-594-4504, email: **dave@cooperativegrocer.coop**

<http://www.cooperativegrocer.coop/>

Food Distribution Magazine [print, monthly]

Phoenix Media Network, Inc., P.O. Box 810425, Boca Raton FL 33481-0955

Food Industry News [print and online, monthly]

Foodservice Publishing Co, Inc., O'Hare Office Center, 3166 South River Road, Suite 40, Des Plaines IL 60018-4204
phone 847-699-3300, fax 847-699-3307, email: info@foodindustrynews.com
<http://www.foodindustrynews.com/>

Food Industry Newsletter: All the Food News That Matters [print, 26/year]

Newsletters, Inc., P.O. Box 342730, Bethesda MD 20827-2730
phone 301-469-8507, fax 301-469-7271, email: foodltr@aol.com

The Food Institute Report [print and online, weekly]

One Broadway, Elmwood Park NJ 07407
phone 201-791-5570, fax 201-791-5222, email: info@foodinstitute.com
<http://www.foodinstitute.com/>

Food Marketing and Technology [print, bi-monthly]

Dr. Harnisch, Verlags GmbH, Blumenstrasse 15 – 90402 Nürnberg, 90402, Germany
phone +49 911 20 18 0, fax +49 911 20 10 100, email: food@harnisch.com
http://www.harnisch.com/magazin_view_harnisch.htm

Food Processing [print and online, monthly]

Putnam Media, Inc., 555 W. Pierce Road, Suite 301, Itasca IL 60143
phone 630-467-1300, fax 630-467-1179
<http://www.foodprocessing.com>

Food Technology [print and online, monthly]

Institute of Food Technologists, 525 West Van Buren, Suite 1000, Chicago IL 60607
phone 312-782-8424, fax 312-782-8348, email: info@ift.org
<http://www.ift.org/publications/>

Foodnews [online, weekly]

Agra Europe (London) Ltd., 80 Calverley Road, Tunbridge Wells, Kent, TN1 2UN, UK
phone +44 01892 533813; Fax: +44 01892 544895, email: info@agra-europe.com
<http://www.agra-net.com>

Frozen Food Age [print and online, monthly]
phone 646-654-7590, email: **Cwestman@Frozenfoodage.com**
<http://www.frozenfoodage.com/>

GreenMoney Journal [print and online, bi-monthly]
P.O. Box 67, Santa Fe NM 87504
phone 504-988-7423, email: **info@greenmoneyjournal.com**
<http://www.greenmoneyjournal.com/>

Growing for Market: News and Ideas for Market Gardeners [print, monthly]
Each issue includes brief monthly organic produce price report.
Fairplain Publications, P.O. Box 3747, Lawrence KS 66046
phone 785-748-0605 or 800-307-8949, fax 785-748-0609, email: **growing4market@earthlink.net**
<http://www.growingformarket.com/gfm.html>

Health Products Business: The Business Publication of the Natural Foods Industry [print and online, monthly]
Subscription includes annual publication: Purchasing Guide
Cygnus Business Media, 445 Broad Hollow Road, Suite 21, Melville NY 11747-3601
phone 631-845-2700, fax 631-845-7109
<http://www.healthproductsbusiness.com>

The Inspectors' Report [print and online, quarterly]
Independent Organic Inspectors Association (IOIA), P.O. Box 6, Broadus MT 50317-0006
phone 406-436-2031, email: **ioia@ioia.net**
<http://www.ioia.net>

Journal of Food Products Marketing [print, quarterly]
Haworth Press, Inc., Food Products Press, 10 Alice Street, Binghamton NY 13904-1580
phone 607-722-5857 or 800-429-6784, email: **getinfo@haworthpressinc.com**
<http://www.haworthpressinc.com/store/product.asp?sku=J038>

Journal of International Food and Agribusiness Marketing [print, quarterly]
Haworth Press, Inc., Food Products Press, 10 Alice Street, Binghamton NY 13904-1580
phone 607-722-5857 or 800-429-6784, email: **getinfo@haworthpressinc.com**
<http://www.haworthpress.com/store/product.asp?sku=J047>

Just-food.com: Business Knowledge Providers [online, daily] Also provides access to research reports and features. Just-food.com, c/o Aroq Ltd., 3 Vale Park Business Centre, Vale Park, Evesham, Worcester, WR11 1GN, UK phone +44 0 386 383000, fax +44 0 1386 47073, email: **catherine.sleep@just-food.com**
<http://www.just-food.com/index.asp?c=1>

Lohas Journal: Lifestyles of Health and Sustainability [print and online, quarterly]

Lohas Journal Weekly [online, weekly]

Natural Business Communications, 360 Interlocken Boulevard, Suite 350, Broomfield CO 80021
phone 303-442-8983, fax 303-440-7741, email: **info@LohasJournal.com**

<http://www.LohasJournal.com>

Natural Foods Merchandiser: New Ideas, Trends, Products for the Natural and Organic Foods Industry
[print and online, monthly]

New Hope Natural Media, 1401 Pearl Street, Boulder CO 80302
phone 303-939-8440, fax 303-939-9886, email: **publications@newhope.com**

<http://www.newhope.com/nfm-online/>

Natural Products Industry Insider [print and online, monthly]

3300 N. Central Avenue #2500, Phoenix AZ 85012
phone 480-990-1101, fax 480-990-0819, email: **peggyj@vpico.com**

<http://www.naturalproductsinsider.com/>

NewFarm.com [online, monthly] Text and interactive articles on organic production and marketing. Includes the *Organic Price Index (OPX)*.

<http://www.NewFarm.org>

New Nutrition Business [print and online, 11/year] Web site includes a “fully-searchable database of information on companies, markets, products, regulation and nutrition news.”

Centre for Food & Health Studies, Prospect House, 67 Boston Manor Road, Brentford TW9 9JQ, UK
phone +44 0 208 758 9414, fax +44 0 208 758 9404, email: **miranda.mills@new-nutrition.com**

<http://www.new-nutrition.com/>

The Non-GMO Source [print and online, monthly]

Writing Solutions, Inc., P.O. Box 436, 304 West Kirkwood Avenue, Suite #7, Fairfield IA 52556
phone 1-800-854-0586 (U.S.) or 641-472-1491, email: **ken@non-gmosource.com**

<http://www.non-gmosource.com/>

Nutrition Business Journal [print and online, monthly]

Nutrition Business International, Inc., 4452 Park Boulevard, Suite 306, San Diego CA 92116
phone 619-295-7685 ext.13, fax 619-295-5743, email: **info@nutritionbusiness.com**
http://www.nutritionbusiness.com

OMRI Update [print, quarterly]

Organic Materials Review Institute, Box 11558, Eugene OR 97440-3758
phone 541-343-7600, fax 541-343-8971, email: **info@omri.org**
http://www.omri.org/

Organic and Natural News [online, irregular]

Virgo Publishing, Inc., 3300 N. Central Avenue, Phoenix AZ 85012
phone 480-990-1101, fax 480-990-0819, email: **onn@vpico.com**
http://www.organicandnaturalnews.com

Organic Food Business News [print, monthly]

Hotline Publishing, P.O. Box 161132, Altamonte Springs FL 32716-1132
phone 407-628-1377; fax: 407-628-9935

Organic Food Commodity Fax Service [print, weekly]

“listing current farmgate and wholesale prices on over 100 commodities”
Hotline Publishing, P.O. Box 161132, Altamonte Springs FL 32716-1132
phone 407-628-1377; fax: 407-628-9935

The Organic Harvester [print and online, quarterly]

Mountain State Organic Growers and Buyers Association (MSOGBA), 6103 Clevelandtown Road,
Boonsboro MD 21713-2728
phone 301-432-4624
http://www.wvu.edu/~agexten/org&agny/msogba/newsltr.htm

Organic Newslne: Weekly International News from Organic Trade Services [online, weekly]

Organic Trade Services.
http://www.organicnts.com/services/newslne.html

Organic Perspectives [online, irregular] “Contains reports on organics from around the world gleaned from U.S. attaché reports, trips made by FAS staff, and other sources.” USDA Foreign Agricultural Service (FAS)
<http://www.fas.usda.gov/agx/organics/organics.html>

The Organic Report [print, monthly] “Member News Magazine of the Organic Trade Association” (OTA)
OTA, P.O. Box 547, Greenfield MA 01302
phone 413-774-7511, fax 413-774-6432, email: **info@ota.com**
<http://www.ota.com/>

The Organic Standard [print (e-mail subscription); quarterly] Covers “developments concerning worldwide standards and certification issues.”
Grolink AB, Torfolk, 684 95 Hölje, Sweden
phone +46-563-72345, fax +46-563-72066, email: **office@organicstandard.com**
<http://www.organicstandard.com/>

The Packer [print and online, weekly] Print subscription includes annual publications: *Fresh Trends* (profile of the fresh produce consumer); *Produce Availability & Merchandising Guide*; and *Produce Services Sourcebook*.
Vance Publishing Corporation; Produce Division, 10901 W. 84th Terrace, Lenexa KS 66214-0695
phone 913-438-8700, fax 913-438-0691, email: **subscription@thepacker.com**
<http://www.thepacker.com/>

Prepared Foods [print and online, monthly]
Prepared Foods e-NewsWeekly [online, weekly]
Business News Publishing
<http://www.preparedfoods.com/>

Produce Business: The International Business Magazine Serving the Fruit, Vegetable and Floral Industries
[print, monthly]
Phoenix Media Network, Inc., P.O. Box 810425, Boca Raton FL 33481-0955
phone 561-447-0810, fax 561-368-9125

Progressive Grocer: The Comprehensive Source for Food Retailers [print and online, monthly]
770 Broadway, New York NY 10003-9595
phone 646-654-7456, fax 646-654-7463, email: **Jsummerour@ProgressiveGrocer.com**
<http://www.progressivegrocer.com>

The Provender Journal [print, bi-monthly]

Provender Alliance, 942 Osprey Drive, Umpqua OR 97486
phone 888-352-7431, fax 541-450-0041, email: info@provender.org
<http://www.provender.org/journal.htm>

Restaurant Business [online, biweekly]

P.O. Box 1252, Skokie IL 60076-9719
phone 847-647-7987, fax 847-647-9566, email: rb@halldata.com
<http://www.restaurantbiz.com/restaurantbusiness/index.jsp>

Small Farm Today [print, 6/year]

3903 W Ridge Trail Road, Clark MO 65243-9525
phone 573-687-3525 or 800-633-2535, fax 573-687-3148, email: smallfarm@socket.net
<http://www.smallfarmtoday.com>

Smart Marketing [online, monthly] Extension newsletter.

Department of Applied Economics and Management, Cornell University
<http://hortmgt.aem.cornell.edu/pubs/smartmkt/index.htm>

Stagnito's New Products Magazine: Food and Beverage from Concept to Consumer [print, monthly]

Stagnito Communications, Inc., 155 Pfingsten Road, Suite 205, Deerfield IL 60015
phone 847-205-5660, fax 847-205-5680
<http://www.newproductsmag.com/>

Whole Foods: The Natural Foods Business Journal [print, 13/year] Subscription includes annual publication:
Source Directory.

WFC, Inc., 3000 Hadley Road, South Plainfield NJ 07080
phone 908-769-1160, fax 908-769-1171, email: info@wfcinc.com
<http://www.wfcinc.com/index.htm>

World Food Law [print, monthly]

Agra Europe (London) Ltd. 80 Calverley Road, Tunbridge Wells, Kent, TN1 2UN, UK
phone +44 0 1892 533813, fax +44 0 1892 544895, email: info@agra-europe.com
www.agra-net.com

World Food Regulation Review [print, monthly]

Bureau of National Affairs, 1231 25th Street NW, Washington DC 20037

phone 800-372-1033, email: **bnai@bna.com**

<http://www.bna.com>

The World of Food Science [online, 3/year]

Institute of Food Technologists, 525 West Van Buren, Suite 1000, Chicago IL 60607

phone 312-782-8424, fax 312-782-8348, email: **info@ift.org**

<http://www.ift.org/publications/>

World Organics News: A Global Report for the Organic Food Industry [print, bi-weekly]

Agra Europe (London) Ltd. 80 Calverley Road, Tunbridge Wells, Kent, TN1 2UN, UK

phone +44 0 1892 533813, fax +44 0 1892 544895, email: **info@agra-europe.com**

www.agra-net.com

Market Research and Consulting Firms Involved with Natural, Organic and Niche Food Products

[This list is representative, not comprehensive. Descriptions in quotation marks are descriptions taken directly from the source's web site or print publication. No endorsement by the Alternative Farming Systems Information Center is intended.]

agAccess Information Services

424 Second Street, Suite B, Davis CA 95616

phone 530-756-0778, fax 530-756-0484, email: **ais@ceresgroup.com**

<http://www.ceresgroup.com/ais/index.html>

AgriSystems International

125 W. 7th Street, Wind Gap PA 18091

phone 610-863-6700, fax 610-863-4622, email: **agrisys1@aol.com**

Agricultural Marketing Resource Center (AgMRC) See listing in Chapter IV under *General Marketing*.

1111 NSRIC, Iowa State University, Ames IA 50011-3310

Toll free phone 866-277-5567, fax 515-294-9496, email: **agmrc@iastate.edu**

<http://www.agmrc.org>

Ascent Marketing

3043 9th Street, Boulder CO 80304

phone 303-417-9377, fax 303-417-9382, email: ascent@ascentmarketing.com

<http://www.ascentmarketing.com/>

Avatar Marketing, Inc. “Avatar Marketing specializes in building sales on behalf of manufacturers in the natural products, mass market, gourmet, specialty, and gift industries.”

7500 West Lake Mead Boulevard, Suite #9-608, Las Vegas NV 89128

phone 702-838-7730, fax 702-838-7736, email: avatar@avatarmarketing.com

<http://www.avatarmarketing.com/>

Bioherb “Consulting for international organic agriculture and medicinal plants.”

Postfach 1216, D-37202 Witzenhausen, Germany

phone ++49-(0)-5542-6466, fax ++49-(0)-5542-72891, email: info@bioherb.de

http://www.bioherb.de/online/index_e.html

Business Communications Company, Inc. (BCC) “Industry reports, newsletters and conferences...” Products include: *The Growing Food Testing Business: Pathogens, Pesticides and GMOs and Functional/Nutraceutical/Wellness Foods and Beverages.*

25 Van Zant Street, Norwalk CT 06855-1781

phone 203-853-4266, fax 203-853-0348, email: info@bccresearch.com

<http://www.buscom.com/food/>

Datamonitor Products include: *United States Baby Food and Natural, Vegetarian and Ethical Consumption.* In addition, *Reuters Business Insight (RBI)* is the name of a series of management reports that are produced in association with Datamonitor.

U.S. Office: One Park Avenue, 14th Floor, New York NY 10016-5802

phone 212-686 7400, fax 212-686-2626, email: usinfo@datamonitor.com

<http://www.datamonitor.com/>

Euromonitor “Provider of global market intelligence, tracking international trends in both consumer and industrial markets...” Products include: *World Food Marketing Directory*

US Office: 122 South Michigan Avenue, Suite 1200, Chicago IL 60603

phone 312-922-1115, fax 312-922-1157, email: insight@euromonitorintl.com

<http://www.euromonitor.com/>

The Food Industry Center “Advancing knowledge about processing, distribution, sales, and food service.”

Products include: *The Price of Launching a New Product: Empirical Evidence on Factors Affecting the Relative Magnitude of Slotting Allowances* and *Twin City Natural Food Co-Ops: The Role of Customer Preferences and Characteristics When Choosing Among Structural Options*. Also publishes an online Newsletter.

University of Minnesota Department of Applied Economics, 317 Classroom Office Building,
1994 Buford Avenue, St. Paul MN 55108-6040
phone 612-625-7019, fax 612-625-2729

<http://trfic.umn.edu/>

Frost & Sullivan “An international marketing consulting and training company...” Products include: *U.S. Soy-Based Meat Alternatives Market* and *European Organic Dairy Markets*.

U.S. Office: 7550 West Interstate 10, Suite 400, San Antonio TX 78229-5616

phone 877-463-7678 (toll-free) or 210-348-1000, fax 888-690-3329

<http://awards.frost.com/prod/servlet/frost-home.pag>

The Hartman Group “A full-service consulting and market research firm offering a wide range of services and products focusing on the health and wellness markets...” Products include: *The Organic Consumer Profile* and *Organic Lifestyle Shopper Study*.

1621 114th Avenue S.E., #105, Bellevue WA 98004

phone 425-452-0801, fax 425-452-9092, email: **info@hartman-group.com**

<http://www.hartman-group.com/>

HealthFocus International

1140 Hightower Trail, Suite 201, Atlanta GA 30350

phone 770-645-1999, fax 770-518-0630, email: **hfocus@bellsouth.net**

<http://www.healthfocus.net/mainpage.htm>

Mintel International Group, Ltd. “European, UK-specific, and US consumer intelligence reports...” Products include *Organic Foods* and *Organic Food and Drink Retailing*.

U.S. Office: 213 W. Institute Place, Suite 208, Chicago IL 60610

phone 312-932-932, fax 312-932-0469, email: **info@mintel.com**

<http://reports.mintel.com/sinatra/mintel/about/>

National Association for the Specialty Food Trade (NASFT) “The NASFT has sponsored and produced the high-profile, well-attended International Fancy Food & Confection Shows since 1955. They are well-funded, aggressively marketed, and highly regarded by attendees and exhibitors alike.”

phone 212-482-6440 ext. 250, email: **membership@fancyfoodshows.com**

<http://www.fancyfoodshows.com>

The Natural Marketing Institute (NMI) “Business consulting and market research firm within the world of health and wellness...” Products include: *Opportunity Profile: Consumers Eating Healthy Away-From-Home* and *Organic Consumer Trends 2001* (conducted in conjunction with the Organic Trade Association)

272 Ruth Road, Harleysville PA 19438

phone 215-513-7300 ext. 216, fax 215-513-1713, email: **julie@nmisolutions.com**

<http://www.nmisolutions.com/>

New Hope Natural Media Provides “integrated marketing solutions that help companies reach their markets, whether around the corner or around the world...” Publishers of two trade magazines, *Natural Foods Merchandiser* and *Nutrition Business Journal*. Products include: *NBJ’s U.S. Organic Food Industry Report 2001* and *Data Chart – Organic & Natural Foods Sales Data*; Sponsors Natural Product Expos/Trade Shows. [Access to data files for purchase: **<http://www.store.yahoo.com/nbj/fooddata.html>**]

1401 Pearl Street, Boulder CO 80302

phone 303-939-8440, fax 303-998-9020, email: **customerservice@newhope.com**

<http://www.newhope.com/>

Organic Monitor “Provider of Business Intelligence on the International Organic Food Industry.”

<http://www.organicmonitor.com/>

Organic Trade Association (OTA) “Membership-based business association for the organic industry in North America.” Resources include the *Organic Pages Online*.

P.O. Box 547, Greenfield MA 01302

phone 413-774-7511, fax 413-774-6432, email: **info@ota.com**

<http://www.ota.com/>

PortiaSun “Producers: PortiaSun makes markets for small, pro-sustainability orientated producers from around the World. Retailers: PortiaSun aims to put you in contact with quality producers of the products you wish to source.”

Ballinakill, Ballinamult, Via Clonmel, Co. Waterford, Ireland

phone 00 353 (0)87 6595951, email: **info@portiasun.org**

<http://www.portiasun.org>

Promar International, Inc. “A specialized strategic marketing and business consulting company to the full range of agricultural and food industries, from farm inputs and production to foodservice, retail, and branded products worldwide.”
1101 King Street, Suite 44, Alexandria VA 22314
phone 703-739-9090, fax 703-739-9098, email: **Promar@promarinternational.com**
<http://www.promarinternational.com/index.html>

Sparks Companies, Inc. “Broad-based agricultural and commodity market research, analysis and consulting.”
Products include: *Organic Foods in North America: Major Opportunity or Perpetual Niche Market?* and *Food Traceability: Standards and Systems for Tracing and Tracking Food and Agri-Products*.
775 Ridge Lake Boulevard, Suite 400, Memphis TN 38120-9403
phone 901-766-4600, fax 901-766-4470, email: **info@sparksco.com**
<http://www.sparksco.com/>

SPINS “SPINS collects the most comprehensive marketing information across the entire Natural Products supply chain...” Products include: *SPINS/ACNielsen/Natural Product Consumer Insights* and *ACNielsen ScanTrack: SPINS Natural Track*.
217 Second Street, Fourth Floor, San Francisco CA 94105
phone 415-957-4400, fax 415-957-4401, email: **info@SPINS.com**
<http://www.spins.com/>

Straus Communications “Public relations and marketing services for organic products, sustainable agriculture, and environmentally focused organizations and companies.”
28 Second Street, Suite 500, San Francisco CA 94105
phone 415-777-1170, fax 415-777-4045, email: **Office@StrausCom.com**
<http://www.beyondorganic.com/>

U.S. Department of Agriculture – Market Data Sources

Organic-specific Commodity and Marketing Data

See also in this publication, *Commodity Price Indexes* section and individual USDA-generated reports referenced throughout.

National Organic Program. USDA Agricultural Marketing Service (AMS). Regulatory and certification information and contacts.

<http://www.ams.usda.gov/nop/>

Organic Products. USDA Foreign Agricultural Service (FAS). Includes selected *Attaché Reports* and *GAIN Reports* from other countries with data on organic markets and production, and *Organic, Natural and Wellness Products at Natural Products Expo West Anaheim, CA – March 6-9, 2003*.

<http://www.fas.usda.gov/agx/organics/organics.html>

Organic Farming and Marketing Briefing Room. USDA Economic Research Service (ERS). Includes the recent bulletins, *Recent Growth Patterns in the U.S. Organic Foods Market* and *U.S. Organic Farming in 2000-2001: Adoption of Certified Systems*, as well as access to data on *Organic Wholesale Prices* and on *Organic Production*.

<http://www.ers.usda.gov/briefing/Organic/>

U.S. Organic Agriculture. (Harmony Between Agriculture and the Environment: Current Issues) USDA Economic Research Service (ERS).

<http://www.ers.usda.gov/emphases/harmony/issues/organic/organic.html>

Sustainable Agriculture Research and Education (SARE) National Projects Database. USDA Cooperative State Research, Education, and Extension Service (CSREES). Searchable database of SARE-funded research projects; relevant data in reports may be found by searching on “organic marketing.”

http://www.sare.org/reporting/report_viewer.asp

Selected General Commodity and Food Market Data

United States Department of Agriculture Economics and Statistics System. Albert R. Mann Library, Cornell University. “The USDA Economics and Statistics System contains nearly 300 reports and datasets from the economics agencies of the U.S. Department of Agriculture. These materials cover U.S. and international agriculture

and related topics. Most reports are text files that contain time-sensitive information. Most data sets are in spreadsheet format and include time-series data that are updated yearly.”

<http://usda.mannlib.cornell.edu/>

Selected Commodity and Market Data Sources: USDA Agricultural Marketing Service (AMS)

<http://www.ams.usda.gov/>

AMS Market News “Reports include information on prices, volume, quality, condition, and other market data on farm products in specific markets and marketing areas. Reports cover both domestic and international markets.”

<http://www.ams.usda.gov/marketnews.htm>

Fruit & Vegetable Market Reports **<http://www.ams.usda.gov/fv/mnacs/fvwires.htm>**

Terminal Market Herb Report **<http://www.ams.usda.gov/fv/mnacs/termherb.htm>**

Selected Commodity and Market Data Sources: USDA Economic Research Service (ERS)

<http://www.ers.usda.gov/>

Agricultural Outlook Magazine **<http://www.ers.usda.gov/publications/AgOutlook/Archives/>**

Amber Waves (magazine) **<http://www.ers.usda.gov/Amberwaves/>**

Commodity Costs and Returns **<http://www.ers.usda.gov/Data/CostsAndReturns/>**

ERS Subject Specialists Directory **<http://www.ers.usda.gov/AboutERS/specialists/>**

Food Consumption Briefing Room **<http://www.ers.usda.gov/briefing/consumption/>**

Food CPI, Prices, and Expenditures Briefing Room

<http://www.ers.usda.gov/briefing/CPIFoodAndExpenditures/>

Food Market Structures Briefing Room **<http://www.ers.usda.gov/briefing/foodmarketstructures/>**

Food Marketing and Price Spreads **<http://www.ers.usda.gov/briefing/foodpricespreads/>**

FoodReview Magazine **<http://www.ers.usda.gov/publications/FoodReview/Archives/>**

Foreign Agricultural Trade of the United States (FATUS). Database of “200+ commodity groups; 250+ countries and regions; 12 years of data; 950,000 data records.” **<http://www.ers.usda.gov/db/fatus/>**

North American Free Trade Agreement (NAFTA) Briefing Room

<http://www.ers.usda.gov/briefing/nafta/>

Production, Supply, and Distribution (PS&D) Database: by Country, Commodity Supply, and Use Time Series. “Short-term quantity forecast of supply and use by country and by commodity for 62 commodities, excluding fruits and vegetables, and more than 200 countries and regions in the world.”

<http://www.ers.usda.gov/data/psd/>

State Fact Sheets **<http://www.ers.usda.gov/StateFacts/>**

Trade Key Topics **<http://www.ers.usda.gov/topics/view.asp?T=104200>**

USDA Agricultural Baseline Projections to 2011 **<http://www.ers.usda.gov/features/10yearprojection/>**

World Trade Organization (WTO) Briefing Room **<http://www.ers.usda.gov/briefing/WTO/>**

Selected Commodity and Market Data Sources: USDA Foreign Agricultural Service (FAS)

<http://www.fas.usda.gov/>

AgExporter Magazine **<http://www.fas.usda.gov/info/agexporter/agexport.html>**

Attache Reports including Global Agricultural Information Network (GAIN) Reports

<http://www.fas.usda.gov/scriptsw/attacherep/default.asp>

Export/Import Statistics for Bulk, Intermediate, and Consumer Oriented (BICO) Foods and Beverages

http://www.fas.usda.gov/scriptsw/bico/bico_frm.asp

Publications and Reports Index **<http://www.fas.usda.gov/info/pubindex/pub-a.html>**

Quarterly Reference Guide to World Horticultural Trade **<http://www.fas.usda.gov/http/circular/2003/toc.htm>**

Subject Expert Directory **http://www.fas.usda.gov/scriptsw/fassubj/fassubj_frm.asp**

Trade Leads **<http://www.fas.usda.gov/agexport/tleadsinfo.html>**

U.S. Export Sales Reports **<http://www.fas.usda.gov/export-sales/esrd1.html>**

U.S. Trade Internet System **<http://www.fas.usda.gov/ustrade/>**

Selected Commodity and Market Data Sources: USDA National Agricultural Statistics Service (NASS)
<http://www.nass.usda.gov/>

NASS Agricultural Statistics Hotline: 1-800-727-9540

Agricultural Prices Monthly (PAP-BB) **<http://jan.mannlib.cornell.edu/reports/nassr/price/pap-bb/>**

Census of Agriculture 1997. “The census of agriculture is a complete accounting of United States agricultural production...Is taken every five years covering the years ending in ‘2’; and ‘7.’” **The 2002 Census will include organic-specific data pertaining to acreage and commodities sold. Scheduled release date for 2002 data is February 2004.** **<http://www.nass.usda.gov/census/>**

1998 Census of Horticultural Specialties

<http://www.nass.usda.gov/census/census97/horticulture/horticulture.htm>

Commodity Specialist Search **<http://www.usda.gov/nass/nassinfo/speccomm.htm>**

Directory of State Offices and Reports **<http://www.usda.gov/nass/sso-rpts.htm>**

Index of Estimates “...estimates of agricultural commodities and related items.”
<http://www.usda.gov/nass/pubs/estindx1.htm>

Products and Services **<http://www.usda.gov/nass/pubs/catalog.htm>**

Reports by Commodity **<http://www.usda.gov/nass/pubs/estindx.htm>**

Trends in Agriculture Report **<http://www.usda.gov/nass/pubs/trends/index.htm>**

Selected Commodity and Marketing Sources: USDA World Agricultural Outlook Board (WOAB)
<http://www.usda.gov/oce/waob/>

USDA Agricultural Outlook Forum. Documents from 1998 through 2002 conferences.
<http://www.usda.gov/oce/waob/index.htm>

World Agricultural Supply and Demand Estimates Report
<http://www.usda.gov/oce/waob/wasde/wasde.htm>

Other National and International Data Sources

Ameristat. Population Reference Bureau

“...demographic characteristics of the U.S. population”

<http://www.ameristat.org/AmeristatTemplate.cfm>

EconData.net. “1,000 links to socioeconomic data sources, arranged by subject and provider, pointers to the Web’s premiere data collections, and our own list of the ten best sites for finding regional economic data.”

<http://www.econdata.net/>

Eurostat – Statistical Office of the European Communities

<http://europa.eu.int/comm/eurostat/>

FAOSTAT – Food & Agriculture Organization, United Nations. Includes “Agricultural Production,” “Agricultural Production Indices,” “Agriculture & Food Trade,” “Crops & Livestock,” “Trade Indices,” “Commodity Balances,” “Food Supply,” “Food Balance Sheets,” “Producer Prices,” “Land,” “Means of Production,” “Food Aid (WFP),” “Exports of Cereals by Source and Destination,” “CODEX ALIMENTARIUS – Pesticide Residues in Food,” “CODEX ALIMENTARIUS – Veterinary Drug Residues in Food.”

<http://apps.fao.org/cgi-bin/nph-db.pl>

FedStats. “The gateway to statistics from over 100 U.S. Federal agencies.”

<http://www.fedstats.gov/>

STAT-USA. U.S. Department of Commerce. Searchable database of “vital economic, business, and international trade information produced by the U.S. Government.” Full access is by paid subscription.

<http://www.stat-usa.gov/>

USA Trade Online. STAT-USA and Foreign Trade Division, U.S. Census Bureau. “Access to the latest official statistics on U.S. foreign trade.”

<http://www.usatradeonline.gov/>

U.S. Census Bureau

<http://www.census.gov/>

American Fact Finder

<http://factfinder.census.gov/servlet/BasicFactsServlet>

Annual Survey of Manufacturers (ASM). “Provides sample estimates of statistics for all manufacturing establishments with one or more paid employee.”

<http://www.census.gov/econ/www/ma0300.html>

County Business Patterns. “An annual series that provides subnational economic data by industry.”

<http://www.census.gov/epcd/cbp/view/cbpview.html>

Statistical Abstract of the United States. Published annually.

<http://www.census.gov/prod/www/statistical-abstract-02.html>

The World Bank – Data and Statistics

<http://www.worldbank.org/data/>

VI. Market and Consumer Studies

About this section: This section contains references to specific documents about the organic market, including economic analyses, consumer surveys and market and industry studies. Documents that offer some sort of Internet access are emphasized. Links to full text documents are included where available; references with only partial information online are so noted. All documents date from 1997 to the present, and are arranged by year.

Please note: A great deal of valuable marketing insight can be gained by reading newspaper, journal and magazine articles – sources not readily available or searchable on the Internet. These types of documents are included only incidentally in this publication. For a sampling of newspaper and journal articles about organic marketing issues, see the bibliography, *Organic Foods: Markets and Marketing*, a bibliography of “Recent Books, Articles, News Items, Reports, and Videos” listed in Part IV of this publication. See also: *Appendix E: Obtaining Full-text Journal Articles*.

Related Chapters in this Publication: Regulations, Laws and Legislation; How-to Guides; Guides to Data, Suppliers, Outlets and Events; Industry Data Sources; Support Organizations.

Section headings:

1997-1998

1999

2000

2001

2002

2003

Selected Conference Proceedings

1997-1998

Consumer Response to Integrated Pest Management and Organic Agriculture: An Econometric Analysis, by Ramu Govindasamy and John Italia. Department of Agricultural Economics and Marketing, Rutgers Cooperative Extension, 1997. 56p.

Document online: http://aesop.rutgers.edu/~agecon/pub/IPM_WTP.PDF

“Consumers Pay a Premium for Organic Baby Foods,” by J. Michael Harris. In *Food Review* (USDA Economic Research Service), October 1997.

Document online: <http://www.ers.usda.gov/publications/foodreview/aug1997/may97d.pdf>

Emergence of U.S. Organic Agriculture: Can We Compete? by Karen Klonsky, Laura Tourte, Gary D. Thompson, Luanne Lohr and Barry Krissoff. Department of Agricultural and Applied Economics, College of Agricultural and Environmental Sciences, University of Georgia, 1998.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=911

“Greener Greens? The Truth About Organic Foods.” In *Consumer Reports*, p. 12-18, January 1998.

Information/abstract only: <http://www.consumersunion.org/food/organicny698.htm>

Shelf Labeling of Organic Foods: Effects on Customer Perceptions and Sales, by Marla Reicks, Patricia Splett and Amy Fishman. (Working paper 97-3) Retail Food Industry Center, University of Minnesota, 1997. 74p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=444&ftype=.pdf

1999

America's Eating Habits: Changes and Consequences, by Elizabeth Frazao, editor. (Agriculture Information Bulletin no. 750) USDA Economic Research Service, 1999. 484p.

Document online: <http://ers.usda.gov/publications/aib750/>

Consumer Perceptions of Organic Produce, by Ramu Govindasamy and John Italia. (FS899) Rutgers Cooperative Extension, 1999?

Document online: <http://www.rce.rutgers.edu/pubs/pdfs/fs899.pdf>

Demand for Organic and Conventional Frozen Vegetables, by Lewrene K. Glaser and Gary D. Thompson. (Selected Paper presented at the American Agricultural Economics Association Annual Meeting, August 8-11, 1998, Nashville, Tennessee) Copyright by Gary D. Thompson, 1999. 14p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=1353&ftype=.pdf

The Economics of Organic Grain and Soybean Production in the Midwestern United States, by Rick Welsh. (Policy Studies Report no. 13) Henry A. Wallace Institute for Alternative Agriculture, 1999.

Document online: <http://www.winrock.org/wallacecenter/documents/pspr13.pdf>

The European Market for Organic Products: Growth and Development, by Johannes Michelsen, Ulrich Hamm, Els Wynen and Eva Roth. (Organic Farming in Europe: Economics and Policy, vol. 7) University of Hohenheim, Department of Farm Economics (Stuttgart; Germany), 1999. 199p.

Information/abstract only: <http://www.uni-hohenheim.de/i3ve/00068900/20164041.htm>

European Organic Dairy Product Markets. (Report 3630-88) Frost & Sullivan, 1999.

Information/abstract only: <http://www1.frost.com/prod/portal.nsf/frmServicesPage?ReadForm>

Final Results of the Third Biennial National Organic Farmers' Survey, by Erica Walz and Organic Farming Research Foundation. Organic Farming Research Foundation, 1999. 126p.

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Food and the Environment: A Consumer's Perspective – Phase Three. The Hartman Group, 1999.

Information/abstract only: <http://www.hartman-group.com/>

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Forty-Four Million Americans Can't Be Wrong: The Market is Ready for Socially Responsible Business.

Co-op America, 1999.

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From Subculture to Supermarket: Organic Foods Grow Up. Volume I: Meeting Supply Side Realities; Volume II: The New Market for Organic and Organic 'Lite' Foods. Promar International, 1999.

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Demands for Local and Organic Produce: A Brief Review of the Literature, by Brian Harris. Institute for Public Policy and Business Research, University of Kansas, 2000.
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VII. Support Organizations

About this section: There are many organizations that support, in some fashion, commercial organic enterprises. Directories of these organizations may be found on several web sites and in print directories, some of which are listed in Section V of this publication. This section presents only a few selected and representative organizations, along with suggestions and links to enable the searcher to find additional support organizations most relevant to his/her enterprise and geographic location. Emphasis is on U.S. organizations.

Related Chapters in this Publication: Regulations, Laws and Legislation; How-to Guides; Guides to Data, Suppliers, Outlets and Events; Industry Data Sources; Market and Consumer Studies

Section headings:

Selected National Support Groups

Where and How to Find Additional Support Groups

Selected National Support Groups

Agricultural Marketing Resource Center (AgMRC). “A newly formed USDA sponsored center for value added agricultural groups. There is detailed information on many market niches, how to get started, business structure, and information on writing feasibility, marketing and business plans.”

1111 NSRIC, Iowa State University, Ames IA 50011-3310

Toll free phone 866-277-5567, fax 515-294-9496, email: agmrc@iastate.edu

<http://www.agmrc.org>

Allan Savory Center for Holistic Management. “Holistic Management has helped people all over the world more effectively manage all their resources in a truly sustainable way.”

1010 Tijeras NW, Albuquerque NM 87102

phone 505-842-5252, fax 505-843-7900, email: savorycenter@holisticmanagement.org

<http://www.holisticmanagement.org/>

Alternative Farming Systems Information Center (AFSIC). Library services and reference publications from the USDA National Agricultural Library.

10301 Baltimore Avenue, Room 132, Beltsville MD 20705-2351

phone 301-504-6559, TDD 301-504-6856, fax 301-504-6409, email: afsic@nal.usda.gov

<http://www.nal.usda.gov/afsic/>

Appropriate Technology Transfer for Rural Areas (ATTRA). “Provides information and other technical assistance to farmers, ranchers, Extension agents, educators, and others involved in sustainable agriculture in the United States.”

P.O. Box 3657, Fayetteville AR 72702

phone 1-800-346-9140 (English), 1-800-411-3222 (Espanol)

<http://attra.ncat.org/>

Center for Rural Affairs. “A private, non-profit organization...working to strengthen small businesses, family farms and ranches, and rural communities.”

101 S. Tallman Street, P.O. Box 406, Walthill NE 68067

phone 402-846-5428, fax 402-846-5420, email: info@cfra.org

<http://www.cfra.org/>

Chefs Collaborative: Partners in Local, Artisanal, and Sustainable Cuisine. “National network of more than 1,000 members of the food community who promote sustainable cuisine by celebrating the joys of local, seasonal, and artisanal cooking.”

<http://www.chefscollaborative.org/>

The Food Alliance. “Promotes sustainable agriculture by recognizing and rewarding farmers who produce food in environmentally and socially responsible ways, and educating consumers and others in the food system about the benefits of sustainable agriculture.”

1829 NE Alberta, # 5, Portland OR 97211

phone 503-493-1066, fax 503-493-1069, email: info@thefoodalliance.org

<http://www.thefoodalliance.org/>

Institute for Agriculture and Trade Policy (IATP). “Promotes resilient family farms, rural communities and ecosystems around the world through research and education, science and technology, and advocacy.”

2105 First Avenue South, Minneapolis MN 55404

phone 612-870-0453, fax 612-870-4846, email: iatp@iatp.org

<http://www.iatp.org>

International HACCP Alliance. “The International HACCP Alliance was developed to provide a uniform program to assure safer meat and poultry products.”

120 Rosenthal Center, 2471 TAMU, College Station TX 77843-2471

phone 979-862-3643, fax 979-862-3075, email: kharris@tamu.edu

<http://haccpalliance.org>

North American Farmers’ Direct Marketing Association (NAFDMA). Non-profit membership organization “fostering growth throughout the farm direct marketing community.”

62 Whiteloaf Road, Southampton MA 01073

phone 888-884-9270

<http://www.nafdma.com/>

The NxLevel Training Network. Training curriculums (offered in many states) include NxLevel for Business Start-ups, for Entrepreneurs, for Enterprising Youth, for Micro-Entrepreneurs, for Agricultural Entrepreneurs and for Alternative Agriculture. Includes “Business Resources on the Net” linking page.

<http://www.nxlevel.org/Pages/brn.html>

The Organic Alliance. “Promotes the environmental and economic benefits of certified organic food production to farmers, processors, distributors, retailers, and consumers.”

400 Selby Avenue, Suite T, St. Paul MN 55102

<http://www.organic.org/>

Organic Consumers Association. “Promotes food safety, organic farming and sustainable agriculture practices in the U.S. and internationally.”

6101 Cliff Estate Road, Little Marais MN 55614

phone 218-226-4164, fax 218-226-4157

<http://OrganicConsumers.org/>

Organic Farmers’ Agency for Relationship Marketing – OFARM. “Mission statement: To coordinate efforts of producer marketing groups to benefit and sustain organic producers.”

Oren Holle, President, 979 Second Road, Bremen KS 66412

phone 785-337-2662, email: oholle@kansas.net

<http://www.ofarm.org/>

Organic Farming Research Foundation (OFRF). “To foster the improvement and widespread adoption of organic farming practices.” Products include: *National Organic Farmers’ Survey* (biennial survey includes responses to questions about “Organic Marketing”)

P.O. Box 440, Santa Cruz CA 95061

phone 831-426-6606, fax 831-426-6670, email: **research@ofrf.org**

<http://www.ofrf.org/>

Organic Grapes into Wine Alliance (OGWA). “Support the production of wines made from organically grown grapes...through establishing production standards, education, cooperation and leadership.”

1592 Union Street, Suite 350, San Francisco CA 94123-4531

phone 415-256-8888

<http://www.organicwine.com/>

Organic Materials Review Institute (OMRI). See description in Chapter II.

Box 11558, Eugene OR 97440-3758

phone 541-343-7600, fax 541-343-8971, email: **info@omri.org**

<http://www.omri.org/>

Organic Trade Association (OTA). See description in Chapter V.

P.O. Box 547, Greenfield MA 01302

phone 413-774-7511, fax 413-774-6432, email: **info@ota.com**

<http://www.ota.com/>

Organic Trade Association Fiber Council. “Provides a forum for OTA members to address topics of interest to all types of businesses within the organic agricultural fiber industries, including cotton, hemp, wool, flax and others.”

Sandra Marquardt, Coordinator, P.O. 547, Greenfield MA 01302

phone 301-588-2125, fax 301-588-2126, email: **smarquardt@ota.com**

<http://www.ota.com/about/sectorcouncils/ofc/index.html>

Service Corps of Retired Executives (SCORE). “SCORE’s national network of volunteer business executives and professionals provide advice, troubleshooting and counseling.”

409 3rd Street, S.W., 6th Floor, Washington DC 20024

phone 800-634-0245

<http://www.score.org/>

Sustainable Agriculture Network (SAN). “Communications and outreach arm of the Sustainable Agriculture Research and Education (SARE) program [USDA].”

10300 Baltimore Avenue, Building 046 – BARC West, Beltsville MD 20705-2350

phone 301-504-6425, fax 301-504-5207, email: san@sare.org

<http://www.sare.org/>

Where and How to Find Additional Support Groups

[See also in this publication: *Guides to Data, Suppliers, Outlets and Events* chapter for listings of directories]

Types of support organizations and starting points for locating them:

State and regional organic farming and consumer organizations often provide excellent networking and published local directories...

Start with Appropriate Technology Transfer for Rural Areas (ATTRA) *Sustainable Agriculture Organizations and Publications* directory, <http://attra.ncat.org/attra-rl/susagorg.html>

Organic certifying agencies...

Start with the USDA National Organic Program’s list of accredited certifiers, <http://www.ams.usda.gov/nop/CertifyingAgents/Accredited.html>

Regional and local community food organizations...

Start with *Community Food Systems* links at the National Agricultural Library Food and Nutrition Information Center, <http://www.nal.usda.gov/fnic/etext/000061.html>

State and local value-added and specialty food marketing programs...

Start with the USDA Small Farm Program’s, *Directory of State Contacts in Value-Added Agriculture – 1998*, <http://www.reeusda.gov/smallfarm/valuedir.htm> and/or your state department of agriculture, national directory online, provided by the Kansas Department of Agriculture, <http://www.accesskansas.org/kda/stateags.html>

State and county Cooperative Extension programs...

Start with the USDA “State Partners” contacts online directory, <http://www.reeusda.gov/statepartners/usa.htm>

Sustainable Agriculture Research and Education (SARE) state contacts...

Start with the Sustainable Agriculture Research and Education (SARE) online contacts directory, <http://www.sare.org/htdocs/sare/contacts.html>

Food marketing trade associations...

Start with Arizona State University's *Agribusiness, Food Industry and Forest Industry Associations on the Internet*, http://agniclib.east.asu.edu/atmic_agriassn.htm

Farmer organizations...

Start with North American Regional Forum on Agricultural Research *Farmer's Organizations* directory, http://ppathw3.cals.cornell.edu/iipmweb/nafar/usa_farmorg.htm

Local Resource Conservation and Development Councils...

Start with *National Association of Resource Conservation and Development Councils'* online contacts directory, <http://www.rcdnet.org/Dir.htm>

State Rural Development Offices...

Start with listings in *Building Better Rural Places: Federal Programs for Sustainable Agriculture, Forestry, Conservation and Community Development*, Chapter VIII. General Information Sources, <http://attra.ncat.org/guide/index.htm>

Funding agencies and organizations....

Start with National Agricultural Library Rural Information Center (RIC) *Funding Resources* web page <http://www.nal.usda.gov/ric/ruralres/funding.htm>

RIC FAQ *What Information and Funding Resources are Available for Small Businesses?* <http://www.nal.usda.gov/ric/faqs/busnsfaq.htm> and

RIC FAQ, *What Financial Resources are Available to Assist Small Farms?* <http://www.nal.usda.gov/ric/faqs/farmfaq.htm>

Appendix A

USDA National Organic Standards: Selected Text & Links

What and Who Must be Certified and How

Applicability and Certification

Appendix Note:

Appendices A-D in this publication contain **selected** text from the Rule that pertains to the marketing and trade of organic agricultural products. The selections are meant to be representative, not comprehensive. For a complete understanding of the breadth and meaning of the National Organic Standards, **readers are urged to read the entire text of the Rule**. Each Appendix contains links to the full text of its respective Subpart; for a fully linked version of these Appendices, see the HTML version of this publication at http://www.nal.usda.gov/afsic/AFSIC_pubs/OAP/srb0301.htm.

Note: Text of the USDA National Organic Program Final Rule 7 CFR Part 205 occupies more than 135 pages in the Federal Register. It is arranged into 7 Subparts:

Subpart A – Definitions includes a lengthy glossary;

Subpart B – Applicability covers What has to be certified;

Subpart C – Organic Production and Handling Requirements includes 11 requirement areas for crop and livestock operations as well as Organic handling requirements;

Subpart D – Labels, Labeling, and Market Information pertains to the Use of the term, “organic;”

Subpart E – Certification includes General requirements for certification;

Subpart F – Accreditation of Certifying Agents covers Areas and duration of accreditation and General requirements for accreditation;

Subpart G – Administrative addresses The National List of Allowed and Prohibited Substances (and Amending the National List); State Organic Programs; Fees; Compliance; Inspection and Testing, Reporting, and Exclusion from Sale; and Adverse Action Appeal Process.

Selected text: *Preamble to Subpart B – Applicability*

“This subpart provides an overview of what has to be certified under the National Organic Program (NOP); describes exemptions and exclusions from certification; addresses use of the term, “organic”; addresses recordkeeping by certified production and handling operations; and addresses allowed and prohibited substances, methods, and ingredients in organic production and handling....”

The *Preamble* continues with extensive explanatory text regarding this Subpart including information about Exempt and Excluded Operations and Examples of Records.

Go to: *Complete text of the Preamble to Subpart B – Applicability*
<http://www.ams.usda.gov/nop/NOP/standards/ApplicPre.html>

Selected text: *Subpart B – Applicability*

§ 205.100 What has to be certified.

- (a) Except for operations exempt or excluded in § 205.101, each production or handling operation or specified portion of a production or handling operation that produces or handles crops, livestock, livestock products, or other agricultural products that are intended to be sold, labeled, or represented as “100 percent organic,” “organic,” or “made with organic (specified ingredients or food group(s))” must be certified according to the provisions of subpart E of this part and must meet all other applicable requirements of this part.
- (b) Any production or handling operation or specified portion of a production or handling operation that has been already certified by a certifying agent on the date that the certifying agent receives its accreditation under this part shall be deemed to be certified under the Act until the operation’s next anniversary date of certification. Such recognition shall only be available to those operations certified by a certifying agent that receives its accreditation within 18 months from the effective date of this final rule.
- (c) Any operation that:
 - (1) Knowingly sells or labels a product as organic, except in accordance with the Act, shall be subject to a civil penalty of not more than \$10,000 per violation.
 - (2) Makes a false statement under the Act to the Secretary, a governing State official, or an accredited certifying agent shall be subject to the provisions of section 1001 of title 18, United States Code.

Additional Subpart headings (See *Complete text of Subpart B – Applicability for detail*)

- § 205.101 Exemptions and exclusions from certification
- § 205.102 Use of the term, “organic.”
- § 205.103 Recordkeeping by certified operations.
- § 205.105 Allowed and prohibited substances, methods, and ingredients in organic production and handling.

Go to: *Complete text of Subpart B Applicability*
<http://www.ams.usda.gov/nop/NOP/standards/ApplicReg.html>

Selected text: *Preamble to Subpart E – Certification*

“This subpart sets forth the requirements for a national program to certify production and handling operations as certified organic production or handling operations. This certification process will be carried out by accredited certifying agents.”

The *Preamble* continues with extensive explanatory text regarding this Subpart including information about the Certification Process, Continuation of Certification and Denial of Certification.

Go to: *Complete text of the Preamble to Subpart E – Certification*

<http://www.ams.usda.gov/nop/NOP/standards/CertPre.html>

Selected text: *Subpart E – Certification*

§ 205.400 General requirements for certification.

A person seeking to receive or maintain organic certification under the regulations in this part must:

- (a) Comply with the Act and applicable organic production and handling regulations of this part;
- (b) Establish, implement, and update annually an organic production or handling system plan that is submitted to an accredited certifying agent as provided for in § 205.200;
- (c) Permit on-site inspections with complete access to the production or handling operation, including noncertified production and handling areas, structures, and offices by the certifying agent as provided for in § 205.403;
- (d) Maintain all records applicable to the organic operation for not less than 5 years beyond their creation and allow authorized representatives of the Secretary, the applicable State organic program’s governing State official, and the certifying agent access to such records during normal business hours for review and copying to determine compliance with the Act and the regulations in this part, as provided for in § 205.104;
- (e) Submit the applicable fees charged by the certifying agent; and
- (f) Immediately notify the certifying agent concerning any:
 - (1) Application, including drift, of a prohibited substance to any field, production unit, site, facility, livestock, or product that is part of an operation; and
 - (2) Change in a certified operation or any portion of a certified operation that may affect its compliance with the Act and the regulations in this part.

Additional Subpart headings (See *Complete text of Subpart E – Certification for detail*)

- § 205.401 Application for Certification.
- § 205.402 Review of application.
- § 205.403 On-site inspections.
- § 205.404 Granting certification.
- § 205.405 Denial of certification.
- § 205.406 Continuation of certification.

Go to: *Complete text of Subpart E Certification*

<http://www.ams.usda.gov/nop/NOP/standards/CertReg.html>

Selected definitions: *National Organic Program (NOP) Regulatory Text, 7 CFR Part 205, Subpart A – Definitions, § 205.2 Terms defined*

Accreditation. A determination made by the Secretary that authorizes a private, foreign, or State entity to conduct certification activities as a certifying agent under this part.

Act. The Organic Foods Production Act of 1990, as amended (7 U.S.C. 6501 et seq.).

Certification or certified. A determination made by a certifying agent that a production or handling operation is in compliance with the Act and the regulations in this part, which is documented by a certificate of organic operation.

Certified operation. A crop or livestock production, wild-crop harvesting or handling operation, or portion of such operation that is certified by an accredited certifying agent as utilizing a system of organic production or handling as described by the Act and the regulations in this part.

Certifying agent. Any entity accredited by the Secretary as a certifying agent for the purpose of certifying a production or handling operation as a certified production or handling operation.

Certifying agent's operation. All sites, facilities, personnel, and records used by a certifying agent to conduct certification activities under the Act and the regulations in this part.

Governmental entity. Any domestic government, tribal government, or foreign governmental subdivision providing certification services.

Inspector. Any person retained or used by a certifying agent to conduct inspections of certification applicants or certified production or handling operations.

Inspection. The act of examining and evaluating the production or handling operation of an applicant for certification or certified operation to determine compliance with the Act and the regulations in this part.

Organic system plan. A plan of management of an organic production or handling operation that has been agreed to by the producer or handler and the certifying agent and that includes written plans concerning all aspects of agricultural production or handling described in the Act and the regulations in subpart C of this part.

Person. An individual, partnership, corporation, association, cooperative, or other entity.

Private entity. Any domestic or foreign nongovernmental for-profit or not-for-profit organization providing certification services.

Records. Any information in written, visual, or electronic form that documents the activities undertaken by a producer, handler, or certifying agent to comply with the Act and regulations in this part.

Go to: *Complete list of Definitions*

<http://www.ams.usda.gov/nop/NOP/standards/DefineReg.html>

Appendix B

USDA National Organic Standards: Selected Text and Links

Handling and Processing of Organic Products

Organic Production and Handling Requirements

Appendix Note:

Appendices A-D in this publication contain **selected** text from the Rule that pertains to the marketing and trade of organic agricultural products. The selections are meant to be representative, not comprehensive. For a complete understanding of the breadth and meaning of the National Organic Standards, **readers are urged to read the entire text of the Rule.** Each Appendix contains links to the full text of its respective Subpart; for a fully linked version of these Appendices, see the HTML version of this publication at http://www.nal.usda.gov/afsic/AFSIC_pubs/OAP/srb0301.htm.

Note: Text of the USDA National Organic Program Final Rule 7 CFR Part 205 occupies more than 135 pages in the Federal Register. It is arranged into 7 Subparts:

Subpart A – Definitions includes a lengthy glossary;

Subpart B – Applicability covers What has to be certified;

Subpart C – Organic Production and Handling Requirements includes 11 requirement areas for crop and livestock operations as well as Organic handling requirements;

Subpart D – Labels, Labeling, and Market Information pertains to the Use of the term, “organic;”

Subpart E – Certification includes General requirements for certification;

Subpart F – Accreditation of Certifying Agents covers Areas and duration of accreditation and General requirements for accreditation;

Subpart G – Administrative addresses The National List of Allowed and Prohibited Substances (and Amending the National List); State Organic Programs; Fees; Compliance; Inspection and Testing, Reporting, and Exclusion from Sale; and Adverse Action Appeal Process.

Selected text: *Preamble to Subpart C – Organic Crop, Wild Crop, Livestock, and Handling Requirements*

Description of Regulations – General Requirements

“This subpart sets forth the requirements with which production and handling operations must comply in order to sell, label, or represent agricultural products as “100 percent organic,” “organic,” or “made with organic (specified ingredients or food group(s)).” The producer or handler of an organic production or handling operation must comply with all applicable provisions of subpart C. Any production practice implemented in accordance with this subpart must maintain or improve the natural resources, including soil and

water quality, of the operation. Production and handling operations which sell, label, or represent agricultural products as organic in any manner and which are exempt or excluded from certification must comply with the requirements of this subpart, except for the development of an organic system plan...”

The *Preamble* continues with extensive explanatory text regarding this Subpart including information about Handling, Temporary Variances, and Management Practices and Physical Barriers to Prevent Commingling.

Go to: *Complete text of the Preamble*

<http://www.ams.usda.gov/nop/NOP/standards/ProdHandPre.html>

Selected text: *Subpart C – Organic Production and Handling Requirements*

§ 205.200 General.

“The producer or handler of a production or handling operation intending to sell, label, or represent agricultural products as “100 percent organic,” “organic,” or “made with organic (specified ingredients or food group(s))” must comply with the applicable provisions of this subpart. Production practices implemented in accordance with this subpart must maintain or improve the natural resources of the operation, including soil and water quality....”

Go to: *Complete text of Subpart C*

<http://www.ams.usda.gov/nop/NOP/standards/ProdHandReg.html>

Selected definitions: *National Organic Program (NOP) Regulatory Text, 7 CFR Part 205, Subpart A – Definitions, § 205.2 Terms defined*

Commingling. Physical contact between unpackaged organically produced and nonorganically produced agricultural products during production, processing, transportation, storage or handling, other than during the manufacture of a multiingredient product containing both types of ingredients.

Handler. Any person engaged in the business of handling agricultural products, including producers who handle crops or livestock of their own production, except such term shall not include final retailers of agricultural products that do not process agricultural products.

Handling operation. Any operation or portion of an operation (except final retailers of agricultural products that do not process agricultural products) that receives or otherwise acquires agricultural products and processes, packages, or stores such products.

Go to: *Complete list of Definitions*

<http://www.ams.usda.gov/nop/NOP/standards/DefineReg.html>

Appendix C

USDA National Organic Standards: Selected Text and Links

Use of the Organic Label

Labels, Labeling, and Market Information

Appendix Note:

Appendices A-D in this publication contain **selected** text from the Rule that pertains to the marketing and trade of organic agricultural products. The selections are meant to be representative, not comprehensive. For a complete understanding of the breadth and meaning of the National Organic Standards, **readers are urged to read the entire text of the Rule**. Each Appendix contains links to the full text of its respective Subpart; for a fully linked version of these Appendices, see the HTML version of this publication at http://www.nal.usda.gov/afsic/AFSIC_pubs/OAP/srb0301.htm.

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Subpart E – Certification includes General requirements for certification;

Subpart F – Accreditation of Certifying Agents covers Areas and duration of accreditation and General requirements for accreditation;

Subpart G – Administrative addresses The National List of Allowed and Prohibited Substances (and Amending the National List); State Organic Programs; Fees; Compliance; Inspection and Testing, Reporting, and Exclusion from Sale; and Adverse Action Appeal Process.

Selected text: *Preamble for Subpart D – Labels, Labeling, and Market Information*

“The Act provides that a person may sell or label an agricultural product as organically produced only if the product has been produced and handled in accordance with provisions of the Act and these regulations. This subpart sets forth labeling requirements for organic agricultural products and products with organic ingredients based on their percentage of organic composition. For each labeling category, this subpart establishes what

organic terms and references can and cannot be displayed on a product package's principal display panel (pdp), information panel, ingredient statement, and on other package panels. Labeling requirements also are established for organically produced livestock feed, for containers used in shipping and storing organic product, and for denoting organic bulk products in market information which is displayed or disseminated at the point of retail sale. Restrictions on labeling organic product produced by exempt operations are established. Finally, this subpart provides for a USDA seal and regulations for display of the USDA seal and the seals, logos, or other identifying marks of certifying agents"

The *Preamble* continues with extensive explanatory text regarding this Subpart including information about Categories of Organic Content, Product with Less Than 70 Percent Organic Ingredients, Prohibited Practices, Calculating the Percentage of Organic Ingredients, Labeling Consumer Product Packages, Labeling Nonretail Containers, Labeling Products at the Point of Retail Sale, Labeling Products Produced in Exempt or Excluded Operations, and more.

Go to: *Complete text of the Preamble for Subpart D – Labels, Labeling, and Market Information*
<http://www.ams.usda.gov/nop/NOP/standards/LabelPre.html>

Selected text: *Subpart D – Labels, Labeling, and Market Information*

§ 205.300. Use of the term, “organic.”

- (a) The term, “organic,” may only be used on labels and in labeling of raw or processed agricultural products, including ingredients, that have been produced and handled in accordance with the regulations in this part. The term, “organic,” may not be used in a product name to modify a nonorganic ingredient in the product.
- (b) Products for export, produced and certified to foreign national organic standards or foreign contract buyer requirements, may be labeled in accordance with the organic labeling requirements of the receiving country or contract buyer: Provided, That, the shipping containers and shipping documents meet the labeling requirements specified in § 205.307(c).
- (c) Products produced in a foreign country and exported for sale in the United States must be certified pursuant to subpart E of this part and labeled pursuant to this subpart D.
- (d) Livestock feeds produced in accordance with the requirements of this part must be labeled in accordance with the requirements of § 205.306.

Additional Subpart headings (see *Complete text of Subpart D – Labels, Labeling, and Market Information* for detail)

§ 205.301 Product composition.

§ 205.302 Calculating the percentage of organically produced ingredients.

- § 205.303 Packaged products labeled “100 percent organic” or “organic.”
- § 205.304 Packaged products labeled “made with organic (specified ingredients or food group(s)).”
- § 205.305 Multiingredient packaged products with less than 70 percent organically produced ingredients.
- § 205.306 Labeling of livestock feed.
- § 205.307 Labeling of nonretail containers used for only shipping or storage of raw or processed agricultural products labeled as “100 percent organic,” “organic,” or “made with organic (specified ingredients or food group(s)).”
- § 205.308 Agricultural products in other than packaged form at the point of retail sale that are sold, labeled, or represented as “100 percent organic” or “organic.”
- § 205.309 Agricultural products in other than packaged form at the point of retail sale that are sold, labeled, or represented as “made with organic (specified ingredients or food group(s)).”
- § 205.310 Agricultural products produced on an exempt or excluded operation.
- § 205.311 USDA Seal.

Go to: *Complete text of Subpart D – Labels, Labeling, and Market Information*

<http://www.ams.usda.gov/nop/NOP/standards/LabelReg.html>

Selected definitions: *National Organic Program (NOP) Regulatory Text, 7 CFR Part 205, Subpart A – Definitions, § 205.2 Terms defined*

Act. The Organic Foods Production Act of 1990, as amended (7 U.S.C. 6501 et seq.).

Agricultural product. Any agricultural commodity or product, whether raw or processed, including any commodity or product derived from livestock, that is marketed in the United States for human or livestock consumption.

Audit trail. Documentation that is sufficient to determine the source, transfer of ownership, and transportation of any agricultural product labeled as “100 percent organic,” the organic ingredients of any agricultural product labeled as “organic” or “made with organic (specified ingredients)” or the organic ingredients of any agricultural product containing less than 70 percent organic ingredients identified as organic in an ingredients statement.

Bulk. The presentation to consumers at retail sale of an agricultural product in unpackaged, loose form, enabling the consumer to determine the individual pieces, amount, or volume of the product purchased.

Commingling. Physical contact between unpackaged organically produced and nonorganically produced agricultural products during production, processing, transportation, storage or handling, other than during the manufacture of a multiingredient product containing both types of ingredients.

Information panel. That part of the label of a packaged product that is immediately contiguous to and to the right of the principal display panel as observed by an individual facing the principal display panel, unless another section of the label is designated as the information panel because of package size or other package attributes (e.g., irregular shape with one usable surface).

Ingredient. Any substance used in the preparation of an agricultural product that is still present in the final commercial product as consumed.

Ingredients statement. The list of ingredients contained in a product shown in their common and usual names in the descending order of predominance.

Label. A display of written, printed, or graphic material on the immediate container of an agricultural product or any such material affixed to any agricultural product or affixed to a bulk container containing an agricultural product, except for package liners or a display of written, printed, or graphic material which contains only information about the weight of the product.

Labeling. All written, printed, or graphic material accompanying an agricultural product at any time or written, printed, or graphic material about the agricultural product displayed at retail stores about the product.

Lot. Any number of containers which contain an agricultural product of the same kind located in the same conveyance, warehouse, or packing house and which are available for inspection at the same time.

Market information. Any written, printed, audiovisual, or graphic information, including advertising, pamphlets, flyers, catalogues, posters, and signs, distributed, broadcast, or made available outside of retail outlets that are used to assist in the sale or promotion of a product.

Nonretail container. Any container used for shipping or storage of an agricultural product that is not used in the retail display or sale of the product.

Organic. A labeling term that refers to an agricultural product produced in accordance with the Act and the regulations in this part.

Principal display panel. That part of a label that is most likely to be displayed, presented, shown, or examined under customary conditions of display for sale.

Processing. Cooking, baking, curing, heating, drying, mixing, grinding, churning, separating, extracting, slaughtering, cutting, fermenting, distilling, eviscerating, preserving, dehydrating, freezing, chilling, or otherwise manufacturing and includes the packaging, canning, jarring, or otherwise enclosing food in a container.

Production lot number/identifier. Identification of a product based on the production sequence of the product showing the date, time, and place of production used for quality control purposes.

Processing aid. (a) substance that is added to a food during the processing of such food but is removed in some manner from the food before it is packaged in its finished form; (b) a substance that is added to a food during processing, is converted into constituents normally present in the food, and does not significantly increase the amount of the constituents naturally found in the food; and (c) a substance that is added to a food for its technical or functional effect in the processing but is present in the finished food at insignificant levels and does not have any technical or functional effect in that food.

Retail food establishment. A restaurant; delicatessen; bakery; grocery store; or any retail outlet with an in-store restaurant, delicatessen, bakery, salad bar, or other eat-in or carry-out service of processed or prepared raw and ready-to-eat-food.

Go to: *Complete list of Definitions*

<http://www.ams.usda.gov/nop/NOP/standards/DefineReg.html>

Appendix D

USDA National Organic Standards: Selected Text and Links

*The National List of Allowed and Prohibited Substances

Appendix Note:

Appendices A-D in this publication contain **selected** text from the Rule that pertains to the marketing and trade of organic agricultural products. The selections are meant to be representative, not comprehensive. For a complete understanding of the breadth and meaning of the National Organic Standards, **readers are urged to read the entire text of the Rule**. Each Appendix contains links to the full text of its respective Subpart; for a fully linked version of these Appendices, see the HTML version of this publication at http://www.nal.usda.gov/afsic/AFSIC_pubs/OAP/srb0301.htm.

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Subpart E – Certification includes General requirements for certification;

Subpart F – Accreditation of Certifying Agents covers Areas and duration of accreditation and General requirements for accreditation;

Subpart G – Administrative addresses The National List of Allowed and Prohibited Substances (and Amending the National List); State Organic Programs; Fees; Compliance; Inspection and Testing, Reporting, and Exclusion from Sale; and Adverse Action Appeal Process.

Selected text: *Preamble to Subpart G – Administrative – The National List of Allowed and Prohibited Substances*: Description of Regulations – General Requirements

“This subpart contains criteria for determining which substances and ingredients are allowed or prohibited in products to be sold, labeled, or represented as “organic” or “made with organic (specified ingredients or food group(s)).” It establishes the National List of Allowed and Prohibited Substances (National List) and identifies specific substances which may or may not be used in organic production and handling operations. Sections

6504, 6510, 6517, and 6518 of the Organic Foods Production Act (OFPA) of 1990 provide the Secretary with the authority to develop the National List. The contents of the National List are based upon a Proposed National List, with annotations, as recommended to the Secretary by the National Organic Standards Board (NOSB). The NOSB is established by the OFPA to advise the Secretary on all aspects of the National Organic Program (NOP). The OFPA prohibits synthetic substances in the production and handling of organically produced agricultural products unless such synthetic substances are placed on the National List...”

The *Preamble* continues with extensive explanatory text regarding this Subpart including information about Substance Classifications.

Go to: *Complete text of the Preamble to Subpart G – Administrative – The National List of Allowed and Prohibited Substances*

<http://www.ams.usda.gov/nop/NOP/standards/ListPre.html>

Selected text: *Subpart G – Administrative – The National List of Allowed and Prohibited Substances*

§ 205.600 Evaluation criteria for allowed and prohibited substances, methods, and ingredients.

Go to: *Complete text of Subpart G – Administrative – The National List of Allowed and Prohibited Substances*

<http://www.ams.usda.gov/nop/NOP/standards/ListReg.html>

Note: The National Organic Standards Board works closely with the Organic Materials Review Institute (OMRI) in evaluating materials for inclusion on the List:

Organic Materials Review Institute (OMRI) **<http://www.omri.org/>**

OMRI’s “primary mission is to publish and disseminate generic and specific (brand name) lists of materials allowed and prohibited for use in the production, processing, and handling of organic food and fiber. OMRI also conducts scientific research and education on the use of materials by the organic industry.”

*Subpart G – Administrative, of which *The National List of Allowed and Prohibited Substances* is a part, contains 6 other sections including *State Programs, Fees, Compliance, Residue Testing* and *Appeals*.

Appendix E

Obtaining Full-text Journal Articles

Copyright law prevents free access to most published journal article text. There are several ways to receive copies of the articles you need. Most methods involve a fee.

1. From an academic library that carries the journal(s) of interest, in print or electronic format:

Most academic library catalogs are now available for searching through the web. Check catalog for journal title and back issue “holdings.” For a directory of U.S. Land Grant University Libraries:

http://www.nal.usda.gov/pubs_dbs/landgrant.htm

2. From an Interlibrary Loan request at your local or academic library:

Ask at your library about this service; present the complete journal citation if available. For information about the National Agricultural Library’s Document Delivery Services, go to **<http://www.nal.usda.gov/ddsb/>** Non-U.S. searchers should consult an Agricultural Libraries Network (AGLINET) participating library for Interlibrary loan services in their country, **http://www.fao.org/library/_info_services/Index.asp** [click on “Partnerships/Networks”]

3. From a journal publisher’s archives:

Many publishers provide reprint distribution and/or online delivery services for individual journal articles or issues. Check with the individual publisher for availability.

4. From a commercial document delivery service:

Examples of commercial services (no endorsement intended):

Infotrieve, 800-422-4633, **<http://www.infotrieve.com/>**

Information Express, 650-812-3588, **<http://www.ieonline.com/docdel.html>**

Ingenta, 800-296-2221 (within US only) or 617 395 4046, **<http://www.ingenta.com/>**

ISI Document Solution, 800-603-4367, **<http://www.isinet.com/isi/products/ids/ids/>**

Linda Hall Library, 800-662-1545, **<http://www.lhl.lib.mo.us/docserv/>**

See also: *Document Delivery Specialists – Agriculture*, **<http://www.docdel.net/Agriculture.html>**

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